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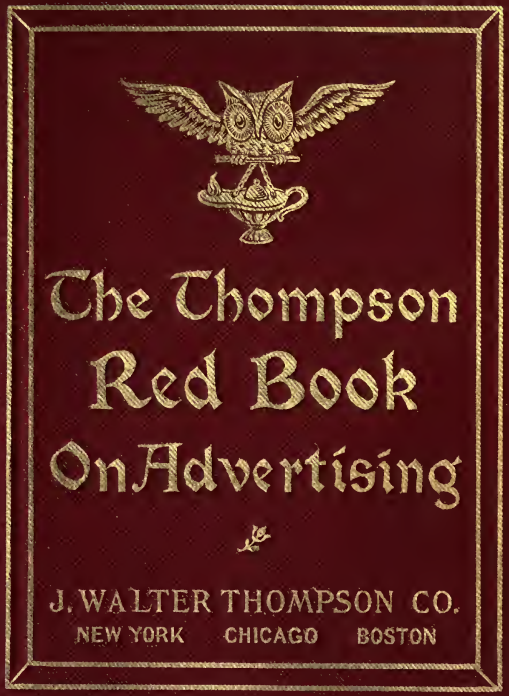

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J. WALTER THOMPSON CO.
ADVERTISING
J. WALTER THOMPSON CO.

The Thompson Red Book on Advertising

A Register of Representative Organs and How to use Them

J. Walter Thompson Co.
New York. Chicago. Boston.

HF 5905
.T4

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A Business Chat.

The aim of this Red Book is to demonstrate the value of first-class advertising as a science and to tell prospective advertisers where, when and how to obtain the best returns for their investments.

We make it our business as advertising agents to advise the best methods of advertising, and we deem nothing that relates to any advertiser's business of indifference to us. We aim to bring results. Over eight hundred regular advertisers show their faith in our methods and our services by continued and extended patronage. Advertisements begin to talk at their birth and are never silent while alive.

The advertisers who entrust to us the details of their work will secure many advantages over those who try to do it themselves. Skilled work, when published, costs no more than the work without skill, and the best work, such as we give, is the cheapest, as it brings the best results. Skilful advertising will make many a feeble business strong and profitable. Our facilities for successfully handling the business of any advertiser are unsurpassed by any firm in the world.

We want as customers those who have sufficient capital to pay all obligations when matured, who feel that they have something to sell which the world will be better for buying, and who desire to tell the world about it. Doubting buyers may be convinced by energetic, vigorous advertisements.

The J. Walter Thompson Company,

J. Walter Thompson

President.

C. E. RAYMOND, Vice-President,
JOSEPH R. HALL, Treasurer,
CLARENCE A. HOPE, Secretary.

235142

The Use of Colors.

Desirous of aiding our customers and the advertising public in general, we have purposely made the Red Book more than a simple catalog of publications; we have made it an object lesson in color-combinations and typographical effects. Therefore, to make the work practically helpful and suggestive along these lines, with an educational influence, its pages have been freely illustrated with all sorts of designs, printed on five delicate shades of paper, straw, rose, heliotrope, tea and opal, preserving good color harmony, with various but consonant tints of inks.

There should be suggestions in these effects, of which our customers may make use in planning color schemes for printing of their own. It is to be remarked that the use of these delicate shades of paper is as a rule helpful to the eye of the reader, when combined with a fairly strong color.

Oculists who have investigated in an exhaustive way, specially recommend some of these light hues for the printing of books. Obviously some of the combinations will have as their chief merit the quality of novelty; and though some may criticise adversely the rather bizarre effect, yet as a whole it may be conceded that the purpose in mind justifies the result.

The majority of those to whom this book goes are among the most exacting customers of the printer; they are compilers of catalogs and publishers of pamphlets, booklets and the like. Frequently they are in doubt as to how to make the next "job" more attractive than its predecessors, which may have been printed on white paper with black ink, and proved disappointing because of the gray-black effect. A blue-black or green-black ink in place of ordinary black can be used with better results. No exception can ever be taken to a happy combination of a tinted paper printed with an ink of the same color.

Not all printers are as proficient as they might be in their knowledge of either harmonious or contrasting colors. If the right sort of printer can be secured, it will be found advantageous to consult him as to the scheme of color-work, as well as of typography.

One is led to wonder, when his attention is directed to specimen jobs of printing, why, considering the heavy outlay for composition, presswork, paper and binding, so little thought or time seems to have been devoted to the formulation of plans in typography or color scheme. We trust that the Red Book's mission in this direction will prove of value.

Remember that a tinted paper always gives a warm, pleasant effect, and when this is combined with inks of the proper color, excellent results are obtained. Our experts are always ready to give suggestions and advice along these lines.

The J. Walter Thompson Co.

The Thompson Offices.

The advertising offices of this company in New York, Chicago and Boston are located at the most accessible points, and are typical modern-day business offices, with a corps of trained workers and the usual furnishings and accoutrements necessary for the quick and convenient handling of business. Precision is the watchword and matters of entering and checking orders and the general routine of work run like well-regulated clockwork.

The head offices, where most of the detail is attended to, are located in the famous Printing House Square, New York City, in the well-appointed Times Building, facing on Park Row, Spruce and Nassau Streets, with entrances at 41 Park Row and 147 Nassau. A fine view of the building is shown in the frontispiece. The financial advertising branch offices are located in the Edison Building, 42 and 44 Broad Street, in close touch with Wall Street and its enormous interests.

The Chicago offices are commodiously situated in the enormous office building, quaintly called The Rookery, which stands on the corner of La Salle and Adams Streets, in the center of Chicago's financial district, and convenient to all street and steam transportation lines.

CHICAGO OFFICE—THE ROOKERY.

The Boston offices are at 31 Milk Street, nearly opposite the famous Old South Church, and are on historic ground. Benjamin Franklin's father lived in this immediate locality when the printer and philosopher was born.

There are three views from the New York office windows that are always enjoyed by visiting customers. The location is in a large breathing spot that, despite the noise and uproar of passing cars, general traffic and the ever-present shouting newsboy, is far enough away from other buildings to give an ever-varying scene of life.

To the west, across Park Row, is the government building, with the United States Courts and the Post Office, where the busy officials are constantly despatching tons of mail matter day and night, by pneumatic tubes, cable-cars and wagons. The New York Times Building alone furnishes over a ton of mail a day.

VIEW FROM NEW YORK OFFICE, LOOKING WEST.

In the distance, through the trees, lies Broadway, showing a goodly row of office buildings. Looking northwest, the City Hall of Greater New York is seen—a low, white building beautifully embowered in the trees, while in the background, towering above its modest pretensions, are grouped enormous business buildings.

This is historic ground and its record is practically the history of human progress on Manhattan Island. It has always been a people's park from the time it was known as "The Commons" after it was reclaimed from being "Execution Lot."

In 1766 the odious stamp tax was here denounced, a liberty pole erected and the English governor burned in effigy with all the stamped paper. It was the meeting place for patriots in 1774. "The great meeting in the fields" was held here, when Alexander Hamilton, then only seventeen years of age, called to the colonists and to his fellow patriots to "unite or die." Two years later the Declaration of Independence was read here.

The City Hall was originally built in 1812, and has since been enlarged and improved by the addition of the end wings and an upper story. Forty mayors, from De Witt Clinton, in 1812, to Robert Van Wyck, in 1899, have ruled New York City from this building.

In 1837, and frequently thereafter, lottery drawings took place on the steps, under the auspices of the city government. The building and the park have been the scene of many pageants and imposing funerals in honor of public men.

This is merely reminiscent, but should prove interesting to the present generation, which sees now only a restless, business-seeking throng constantly

VIEW FROM NEW YORK OFFICE, LOOKING NORTHWEST. CITY HALL IN FOREGROUND.

surging across and around City Hall Park, with rarely a thought of how it looked even twenty-five years ago.

Looking to the north the view is kaleidoscopic. At our feet are dignified bronze statues of Benjamin Franklin and Horace Greeley, keeping ward and watch, as it were, over the present generation, though rarely looked at or thought of except by strangers.

The buildings in view are well known. Across Spruce Street stands the Tribune Building, in which are located the offices and editorial rooms of the Journal; next door is the Sun Building, less pretentious in size; and further on the Pulitzer or World Building, with its gilded dome; then the big sheds and awkward entrance to the Brooklyn Bridge, which half screens the granite home of the Staats Zeitung, with the Hall of Records at the left.

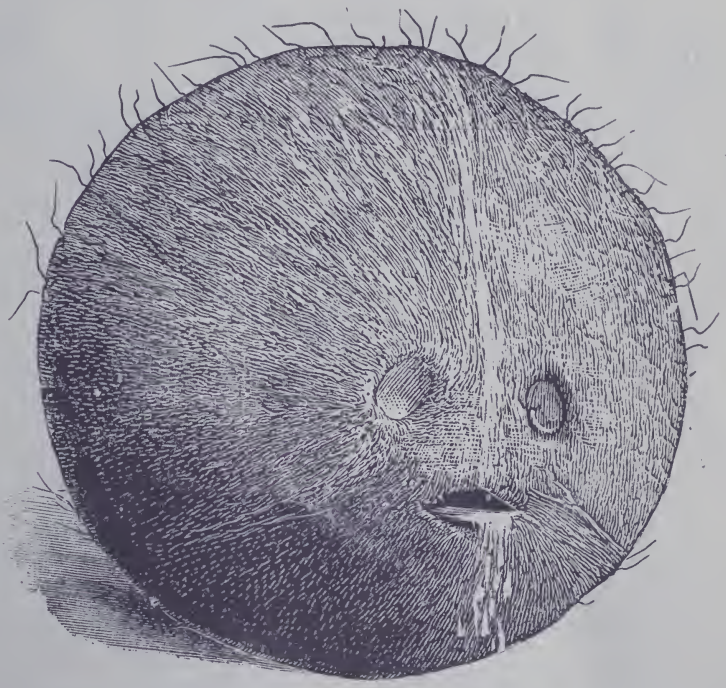
To the east is the towering building of the American Tract Society, on the corner of Nassau and Spruce Streets, hiding the Times Building view for twenty-three stories.

Clustered around in all the streets near or leading from Printing House Square or Newspaper Row, from Fulton Street to beyond the bridge, are mammoth buildings, which not only house complete newspaper plants, but contain offices for all departments, from publisher and editor to special agents of all leading newspapers of other cities. In addition, the representatives of kindred interests, news and press bureaus, type founders, paper manufacturers, ink dealers, press makers and the like naturally swarm here in droves

Thus within pistol-shot of this office are condensed all the varieties of the printing and allied trades, and this section may well be called "The Headquarters of American Journalism."

No other city in the world has such a concentrated colony of the craft. There is only one Printing House Square and the Thompson Company's offices are in the center of it. They are "The Headquarters of American Advertisers" who come here to put girdles of publicity around the world.

VIEW FROM NEW YORK OFFICE, LOOKING NORTH.



COCOANUTS AND COCOANUTS.

Advertising Talk in a New Dress.

The cocoanut of commerce and the cocoanut of advertising have many points in common, from which a lesson may be learned by comparison. At first glance, both are unprepossessing, apparently hard nuts to crack.

Aborigine though he may have been, he who first tapped the soft spot of the cocoanut and drank the milk, was like the half-venturesome advertiser of years ago who made timid efforts to get the milk of business success from the public.

In both cases the returns were satisfactory, and the investigator was led to go farther and seek something still better and richer. Both found the meat in their respective cocoanuts and profited by it.

There is scarcely any other tree in the world so useful in all its parts as the cocoanut-bearing palm, its trunk being good lumber, its leaves making fibre of all grades, so fine that it can be woven into ropes, lines and garments, besides many other useful things.

In this respect it is like the advertiser's tree of knowledge; every part is of some use and value. It concentrates its fruit in clusters at the top of the tree, away from danger, until ripe and ready for market, and like this should the advertiser concentrate his work, until it makes a goodly showing attractive to customers.

The illustration of the cocoanut-bearing palm carries out this point without the necessity of argument. When each publication can be made as fruitful as the cocoanut tree, the advertiser starts out judiciously to plant more trees or use more mediums.

To bear good fruit, the tree must have great roots, firmly imbedded in the soil; while the advertising mediums used must be those imbedded in the hearts and homes of the people. In both cases, the fruit is ripened in enormous quantities. Poor soil and poor mediums, as well as poor copy, are alike, and can yield no good fruit.

Disappointment awaits him who sits at the foot of either kind of tree expecting a crop to fall at his feet, without doing something to warrant it by preparation.

The cocoanut grows only in countries where there is an abundance of warmth and moisture, which are equally necessary in a judicious advertising campaign; nourishment is needed, and without it no good results can be obtained. Poor, stunted trees bear but few cocoanuts, while the big sixty and one hundred-foot monsters give enormous crops annually. An advertiser should not patronize stunted trees or publications of any sort unless he is content to gather in limited quantities.

He should aim by good copy and judicious work to get the largest and best fruit. Perfection is hard to attain in human work, but in starting right, the advertiser's ideal should be good seed, *i. e.*, good copy, as half the battle lies in the proper preparation. Copy must not be ungrammatical, unattractive or slipshod if it is expected to attract the dollars from the pockets of the public.

If an advertiser does not know where to seek cocoanuts full of milk and meat, or cannot gather them in sufficient quantities, the J. Walter Thompson Company can point the way to the fruit-bearing palms and can aid him to gather the crop. This company's experience is at the service of customers, both in the preparation of first-class copy and in the selection of mediums from which results can be expected.

As this agency's announcements have stated many times during the last thirty years, advertisers have been increasing their investments in a remarkable manner, and from this have harvested cocoanuts without number, and yet there are many really good things today unadvertised or not properly presented to the public. There is plenty of room for good things now dormant.

The merchant who does not believe in advertising does not believe in banks, insurance or other modern institutions. He is a relic of the lost ages. Vigorous advertisements lead the willing customers and drag the unwilling. Advertisements cannot be too strong or too adroit. You cannot catch the public eye too skilfully or too often.

This agency keeps on hand modern tools and equipment in the shape of ideas and experience that will prove of value even to the veteran advertiser. Keep up with the procession, use the best implements and seed-copy, and get both the milk and the meat of the cocoanut.

The J. Walter Thompson Company refers with pleasure to hundreds of customers who have won success under its direction, and whose confidence has been displayed by continuous orders and friendship. It employs the best specialists in advertising-writing and designing, because the services of any others would be a wilful waste of money both to the company and to its customers.

It believes in fostering customers' business with zealous care, that the results may be a financial harvest worthy of garnering. The man in commerce who fails to avail himself of the publicity which well-written, well-placed advertising gives to his business, and sits calmly waiting for customers, will get none of the milk or the meat in the cocoanut.

ADVERTISING MEDIA

SUGGESTIONS TO ADVERTISERS.

YOUR COPY

One of the necessary qualifications of a man selected to represent a business firm is a good appearance. A representative may have all the graces of speech and charms of manner, but if his attire is careless or untidy, he is worse than useless. He misrepresents his firm.

Your advertisement represents you. It is your most efficient and hardest working agent. Experience makes the successful man of business, and the same factor is essential to the preparation of good advertisements. So your advertisements should be as carefully attired as your human representative. Look to the apparel of your type-agents.

No merchant would allow an inexperienced advertising man to take entire charge of his business; and no merchant, however shrewd, should attempt to prepare his own advertising copy. The essentials of good advertising, speaking type, clever designs, plenty of daylight, forceful arguments, simple, straightforward wording and an attractive appearance, do not come by accident; they are the result of observation, care and study.

Advertising copy that is sent out at the cost of hundreds of dollars to represent reputable concerns can all too easily be marred by careless preparation, and fail to serve its purpose or bring proper returns. Violation of rules of grammar, indulgence in high-sounding language, the creeping in of slang words or flippant terms, disregard for the mother tongue—are some of the faults that constantly offend the public taste and injure business rather than aid it.

Half the battle is fought before an advertisement is printed, therefore its preparation should be placed in the hands of those who are most competent. A patient would not attempt to fill his doctor's prescription himself, but would seek the druggist who makes it his business; and the advertiser who wishes a tonic for the health of his business should have his advertising remedy compounded by those who have won their spurs in the advertising prescription line. This agency has expert writers and designers to serve its patrons.

YOUR MEDIUMS

The monthly magazines are read from cover to cover by men and women who often read no part of the daily papers but the headlines. Other monthly periodicals have their supporters who content themselves with the stories, essays and household hints. Religious papers have still another set of valuable subscribers, for the character of the publication gives weight to its announcements. The agricultural papers appeal to those whose interests they serve and who often care for no other reading than that pertaining to their own vocation.

The illustrated weeklies, the humorous and society papers, the scientific periodicals and the trade journals all have their especial clientele, while the thousands of local dailies and their weeklies of the towns and cities, with their mighty army of readers, outnumber any other kind of publication. All of these classes should be considered carefully by the advertiser, with the idea of using some and possibly all, with appropriate copy.

If you sent your representative to canvass a special territory in the interests of an article of general use, you would wish him to reach every one, rich and poor, high and low, men, women and children. It cannot be urged with too much emphasis that your advertisement is your tireless, conscientious, painstaking and effective agent; therefore the mediums selected for an article of general use should include, as far as possible all kinds of publications.

There is no danger in duplication, although subscribers to one kind of periodical may take several others. It is true that a reader may see an advertisement in a monthly magazine, and then in his religious paper, and again in his local sheet; but it is not the repetition that tires; it is the emphasis that helps.

During recent years, the circulation of all classes of publications has increased to an extent that is totally disproportionate to the increase in the cost of advertising. The percentage of cost per copy is lower than it was ten years ago.

The increase in circulation may be accounted for in several ways. The price of fine paper for magazines and of white paper for newspapers is far less than it was a decade ago; modern presses enable publishers to turn out more copies than they formerly dreamed of; facilities of transportation enable this increased output to cover a larger territory; and the liberal co-operation of the postoffice department makes it possible to distribute larger editions at a profit.

Have your copy good. Place it wherever there is a chance to catch the eye and open the purse of a customer. As your business expands, see to it that your advertising keeps pace with your prosperity.

YOUR ILLUSTRATIONS

Of late years there is a growing tendency to illustrate advertisements. This is not always wise. A poorly drawn picture, or one inappropriate to the subject, is as bad as a poorly-phrased sentence. Taste and experience, with artistic excellence, determine the effectiveness of illustrated advertising. A great deal can be told in the right kind of picture and a great deal wasted in the wrong.

An apt illustration, well conceived and well executed, will always be an aid to an advertisement if it is true to life and true to the goods it depicts. Advertising illustrations as a rule should show the goods in actual use, and aim to convince possible customers of their merits. In some cases irrelevant pictures and fancy work can be used to advantage, but they are rare.

The J. Walter Thompson Company has artists for every kind of work, and can furnish illustrations that will make advertising more effective and more attractive. It also employs fertile writers who can make simple type-display very effective when placed in the mass of illustrated advertisements. Different subjects require different treatments.

SPECIMEN ADVERTISEMENTS

On the twenty pages following will be found a series of carefully-planned and well-considered advertisements, varying in size and style, all inserted by this agency in leading publications of all grades.

There is a pleasing variety; all are clever and effective, and the most exacting will surely find something to admire. The most striking ones are those of few words.

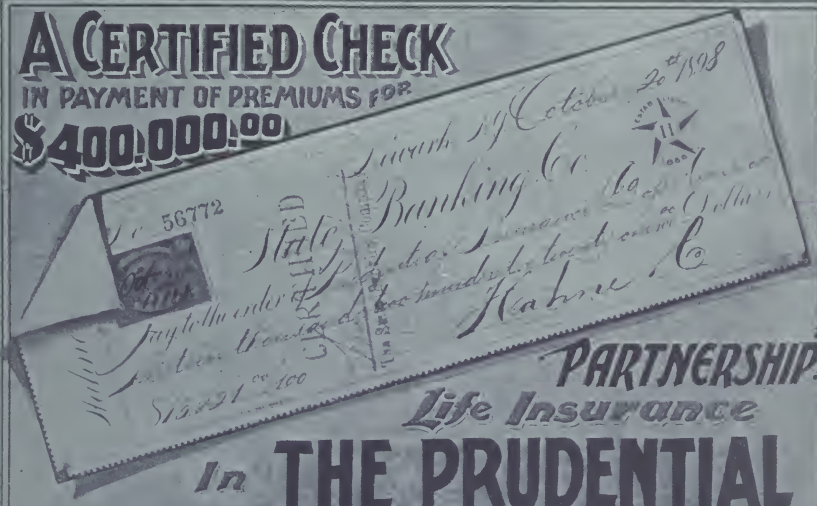
The soft half tones alone, or combined with strong line-work, interspersed with a bit of descriptive type-matter, stand in strong comparison to those of "all-type," and each sets off the other to good advantage.

Placed in leading publications by J. Walter Thompson Co.

A CERTIFIED CHECK

IN PAYMENT OF PREMIUMS FOR

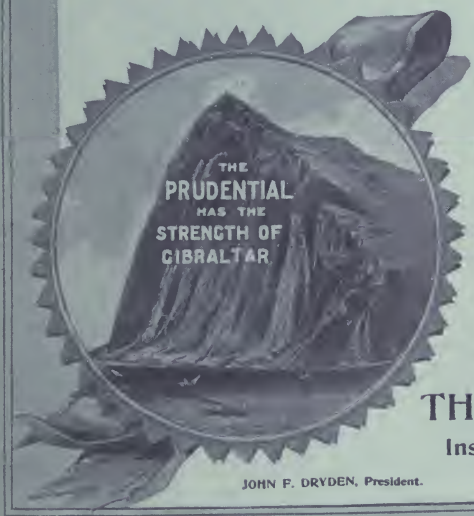
$400,000.00



PARTNERSHIP Life Insurance In THE PRUDENTIAL

WHILE THE PRUDENTIAL DEALS WITH MANY INSURANCES OF SMALL AMOUNT, IT INCLUDES ALSO IN ITS BUSINESS LIFE INSURANCES OF THE GREATEST MAGNITUDE.

Above is a facsimile of check received by The Prudential Insurance Company of America from Messrs. Hahne & Co., of Newark, N. J., to cover the first year's premium on Partnership Life Insurance taken out by Messrs. W. H. Kellner, A. J. R., and A. Hahne, who control the largest department store in the State of New Jersey.



After considering propositions from a number of the leading life insurance companies, the choice fell upon The Prudential as furnishing the most advantageous contract.

The Prudential will gladly receive applications for Partnership Life Insurance, which consists of the insuring of lives of men joined in business partnership.

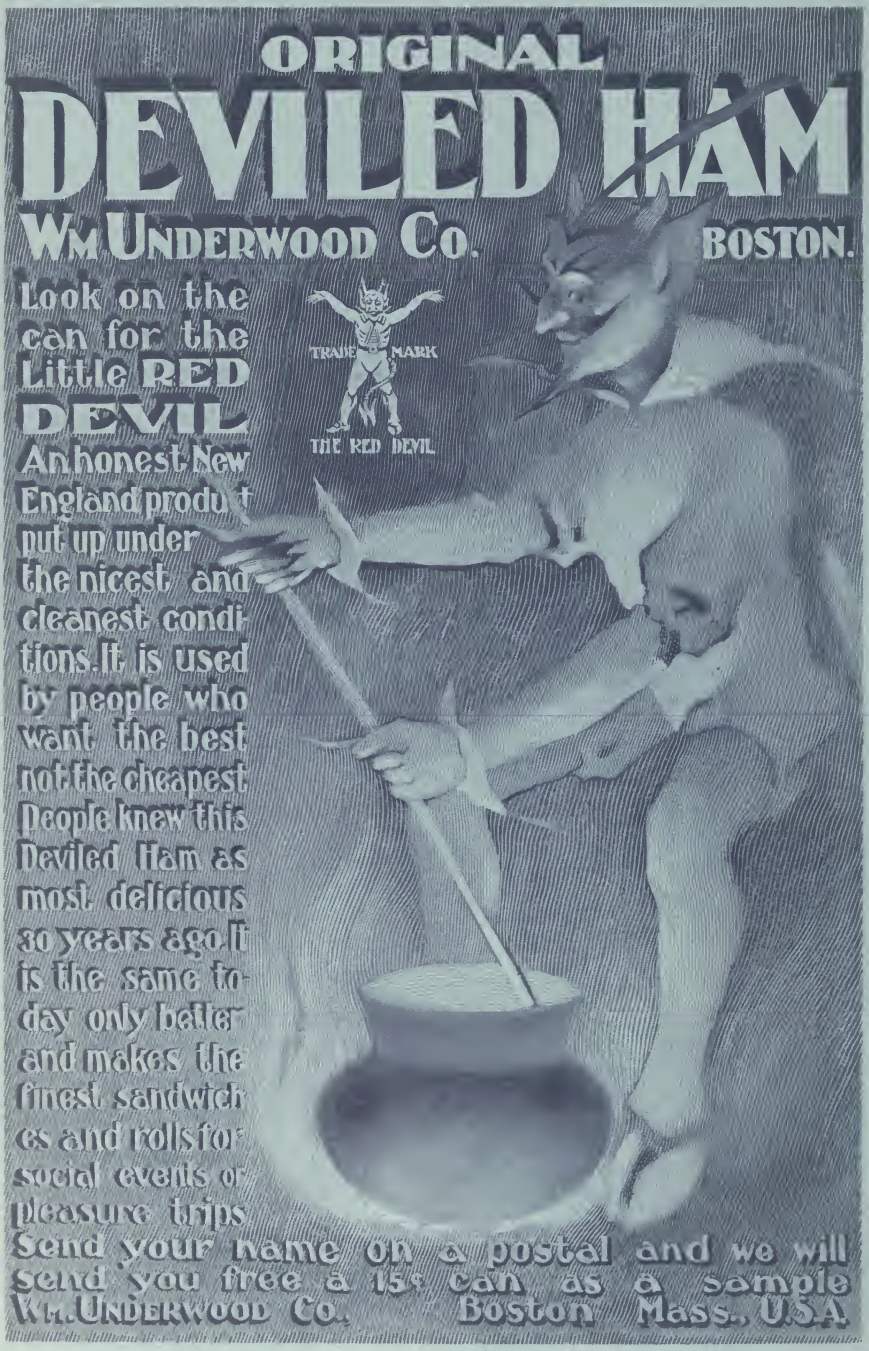
By this means a fund may be created with which to protect the interests of the survivors in event of death of a member of the firm. A common-sense form of life insurance for business men to make assurance doubly sure.

Write for further information, rates, etc., to

THE PRUDENTIAL
Insurance Co. of America.

JOHN F. DRYDEN, President. Home Office, NEWARK, N. J.

Placed in leading publications by J. Walter Thompson Co.


ORIGINAL
DEVILED HAM
WM. UNDERWOOD CO. BOSTON.
Look on the can for the Little RED DEVIL
An honest New England product put up under the nicest and cleanest conditions. It is used by people who want the best not the cheapest People knew this Deviled Ham as most delicious 30 years ago It is the same to-day only better and makes the finest sandwiches and rolls for social events or pleasure trips
TRADE MARK
THE RED DEVIL
Send your name on a postal and we will send you free a 15¢ can as a sample
WM. UNDERWOOD CO. Boston Mass., U.S.A.

Many needs supplied by

Mennen's Borated Talcum TOILET POWDER

The hand of science never conferred a greater comfort on man and womankind than that supplied by MENNEN'S BORATED TALCUM TOILET POWDER. A sanitary preparation of recognized antiseptic properties, composed of purified talcum and boracic acid. Alleviating the troubles of infancy; soothing the skin after shaving; beautifying the complexion; preventing and removing the odor of perspiration; refreshing the body after the bath. A positive relief for

Prickly Heat	***Nettle Rash***
Sunburn	***Measles***
Scarlet Rash	***Chicken Pox***
Chafed Skin	***Chapped Hands, etc.***

Cooling for Blistered and Sweaty Feet and all afflictions of skin.

MENNEN'S BORATED TALCUM TOILET POWDER is entirely different from all toilet, infant and complexion powders in principle and purpose. It is free from starch, rice or other irritants so common in common face powder, and so dangerous to the beauty and health of the skin. The genuine Mennen's can always be identified by the picture of Gerhard Mennen on the cover of the box—a safeguard against counterfeits; a guarantee of absolute purity. *Ask for* MENNEN'S BORATED TALCUM TOILET POWDER, *a little higher in price, perhaps, than worthless substitutes, but a good reason for it.* ☞ Sold everywhere or mailed for 25 cents. (Sample free. Name this paper.)

GERHARD MENNEN CO., Newark, N. J.

"Autumnal conveniences awaiting your pleasure"

Libby's Luncheons

In their own exclusive class of superlative excellence—ideal appetizers and labor-saving necessities—always all ready—you just serve, that's all—no fire, no trouble, no work.

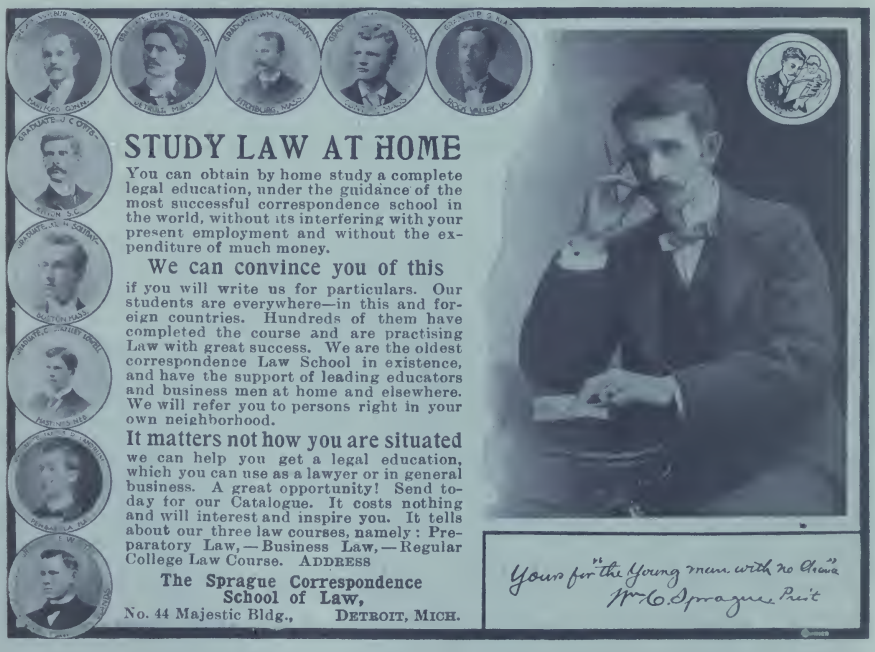
Three Fall Specials

Veal Loaf - Beef Loaf - Ham Loaf

Autumnal dainties in the delicate freshness of their original newness —genuine mouth-waterers, and yet substantial enough for a meal.

Put up in convenient size key-opening cans. Our book, "How to Make Good Things to Eat," gives complete list of our Luncheon Specialties, and how to prepare them. Drop postal for it.

LIBBY, McNEILL & LIBBY, CHICAGO



STUDY LAW AT HOME

You can obtain by home study a complete legal education, under the guidance of the most successful correspondence school in the world, without its interfering with your present employment and without the expenditure of much money.

We can convince you of this

if you will write us for particulars. Our students are everywhere—in this and foreign countries. Hundreds of them have completed the course and are practising Law with great success. We are the oldest correspondence Law School in existence, and have the support of leading educators and business men at home and elsewhere. We will refer you to persons right in your own neighborhood.

It matters not how you are situated

we can help you get a legal education, which you can use as a lawyer or in general business. A great opportunity! Send today for our Catalogue. It costs nothing and will interest and inspire you. It tells about our three law courses, namely: Preparatory Law, — Business Law, — Regular College Law Course. ADDRESS

The Sprague Correspondence School of Law,
No. 44 Majestic Bldg., DETROIT, MICH.

Yours for "the Young man with no Chance"
Wm. C. Sprague Pres't

Placed in leading publications by J. Walter Thompson Co.

Wool Soap

is as good as any Soap selling for ten times the Wool Soap price

No chapped or rough hands from Wool Soap using

SWIFT AND COMPANY
CHICAGO

Placed in leading publications by J. Walter Thompson Co.

Placed in leading publications by J. Walter Thompson Co.

"The Curve that Fits"

Durability, Elegance, Supreme Excellence.

You can't outwear it. Its natural curve naturally rounds it to the rounded skirt. Its surpassing beauty dresses the dress.

Most probably your dressmaker binds with nothing else, but just ask her to make sure; and when you buy a ready-made skirt see that it's bound with S· H· & M· Bias Brush Edge. The observation will pay you.

Be sure that "S· H· & M·" is stamped on back. All shades. If your dealer hasn't it, drop a postal for samples to S· H· & M· Co., Box 6, Station A, New York.

Placed in leading publications by J. Walter Thompson Co.

"A Malt Extract without an Imperfection"

Placed in leading publications by J. Walter Thompson Co.

ED. PINAUD'S VIOLETTE REINE

AND

FRENCH CARNATION PINK

The Two Leading Perfumes of the Season.

These perfumes are quintessences. They are five times as delicate and pungent as most perfumes known heretofore.

"One single drop yields the fragrance of a bouquet of flowers."

No present could be more appropriate, or would be appreciated more, than these exquisite new Extracts. The daintiness and beauty of the packages containing these perfumes have excited universal admiration in Parisian society.

Sold by best dealers, or full size bottle sent express paid on receipt of $1.50. Address,

ED. PINAUD'S Importation Office, 46 East 14th Street, N. Y.

Syrup of Figs

DELIGHTFUL
LIQUID LAXATIVE
TO GET ITS BENEFICIAL EFFECTS
BUY THE GENUINE.
MANUFACTURED BY
CALIFORNIA FIG SYRUP CO.
SAN FRANCISCO, CAL.
LOUISVILLE, KY.
NEW YORK, N.Y.
U.S.A
LONDON, ENG.
FOR SALE BY ALL DRUGGISTS.
PRICE, 50¢ PER BOTTLE.

No 4711 Captol

(REGISTERED)

THE ONLY DANDRUFF CURE AND POSITIVE PREVENTIVE OF BALDNESS.

IT STANDS ALONE, being prepared on absolutely scientific principles.

"YOU'D SURELY LIKE IT."

Essentially an Ideal Hair Tonic for Ladies, as it contains no oily nor fatty substances It preserves the hair and keeps the scalp absolutely free from dandruff. It is the only article of its kind that really accomplishes all that is claimed for it. and the trademark, No. 4711. is a guarantee of its reliability. It is prescribed by a large majority of the specialists, and the countless numbers of unsolicited testimonials from persons who have been benefited, are a convincing argument in its favor.

Invented by Dr P. J. Eichhoff. the celebrated Professor of Dermatology. Elberfeld. Germany.

MANUFACTURED SOLELY BY FERD. MÜLHENS. COLOGNE O/R

Send for instructive pamphlet on treatment of the hair.

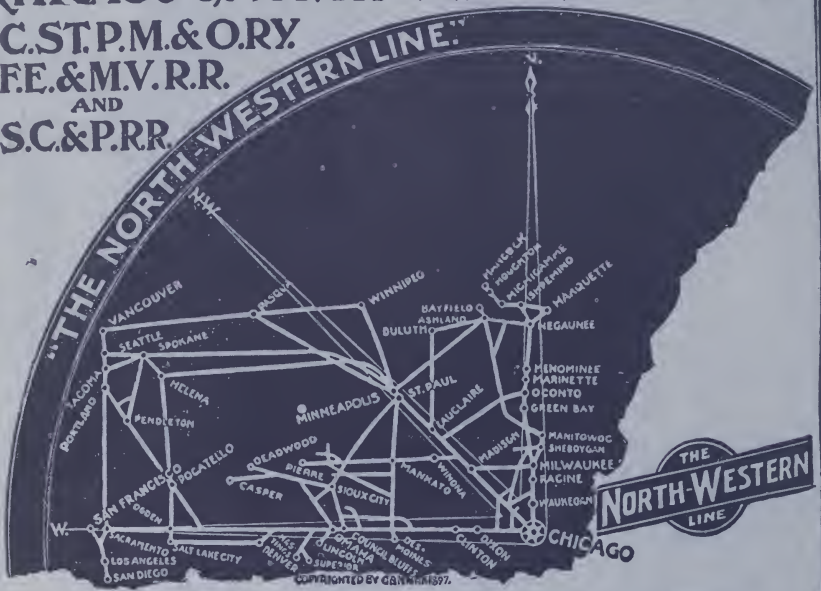
SOLE U. S. AGENTS

MÜLHENS & KROPFF, 35 and 37 White Street, New York

Placed in leading publications by J. Walter Thompson Co.

CHICAGO & NORTH-WESTERN RAILWAY

C.ST.P.M.& O.RY.
F.E.& M.V. R.R.
AND
S.C.& P.R.R.



THE PIONEER LINE WEST AND NORTHWEST OF CHICAGO.
THE BEST OF EVERYTHING.

CALIFORNIA IN THREE DAYS

THE OVERLAND LIMITED leaves CHICAGO 6.30 p. m. daily, reaches OMAHA 8.25 next morning, CHEYENNE at 10.30 p. m., SALT LAKE CITY the second day at 3.10 p. m., SAN FRANCISCO the third day at 8.45 p. m., and LOS ANGELES at 1.20 p. m. following day.

This train has New Double Drawing-Room Sleeping Cars, Tourist Sleepers, Dining Cars (all meals are served a la carte), Buffet-Smoking and Library Cars, Free Reclining Chair Cars and Coaches. Is vestibuled, and lighted by gas.

The PACIFIC EXPRESS leaves Chicago daily at 10.30 p. m., reaches Omaha at 4.20 p. m., Salt Lake 3.10 a. m., San Francisco 9.45 the fourth morning, and Los Angeles 7.30 following morning.

Illustrated Booklet "THE HAWAIIAN ISLANDS" for 4c in stamps.

ALL AGENTS SELL TICKETS VIA

CHICAGO & NORTH-WESTERN RAILWAY.

PRINCIPAL AGENCIES:

NEW YORK, 461 Broadway. 287 Broadway. | BOSTON, 368 Washington Street. 5 State Street. | CHICAGO, 212 Clark Street. 206 Clark Street.

Placed in leading publications by J. Walter Thompson Co.

Elastic Ribbed Union Suits

are complete undergarments, covering the entire body. Perfectly elastic, fitting like a glove.

NO BUTTONS DOWN THE FRONT.

Made especially for Women and Misses. Convenient to put on, being entered at top and drawn on like trousers. With no other kind of underwear can ladies obtain such perfect fit for dresses, or wear comfortably so small a corset.

Send for Illustrated Booklet R.

Oneita Knitting Mills.

OFFICE: No. 1 Greene St., New York.

"WORN INSIDE THE SHOES"

Easy Walking, Increased Height, Arched Instep, Better Fitting Shoes, Ease and Comfort.

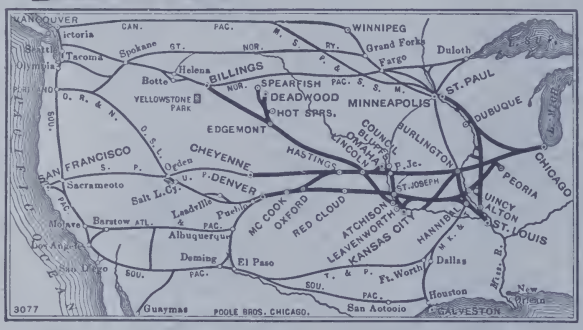
Made in all sizes of leather, cork and felt. Are scientific and healthful, and recommended by physicians. ½ in. 25c.; ¾ in. 35c.; 1 in. 50c. per pair, Ladies' or men's.

FREE TRIAL.—Send name, size of shoe, height desired, and 2c stamp for pair on 10 days' trial.

Gilbert Mfg. Co., 32 Elm St., Rochester, N.Y.

Burlington Route

THE map shows that the Burlington Route offers three good ways of going. Via Denver, Billings or St. Paul.



BEST LINE CHICAGO OR ST. LOUIS TO

Puget Sound

Wide-vestibuled trains are operated on this line between Chicago or St. Louis and Kansas City, Omaha, Denver, St. Paul and Minneapolis, equipped with modern, roomy comfortable Pullman and Reclining Chair Cars. The European plan Dining Car service employed is a special feature of excellence Delicate china, roses, spotless linen, perfect ventilation, strictly first-class cooking.

"Colorado Outings"
"California"

Are the titles of descriptive booklets which can be had without charge upon application to P. S. EUSTIS, Gen'l Passenger Agent, C. B. & Q. R.R., CHICAGO.

If you are suffering from any SKIN DISEASE or IMPURE BLOOD

SULPHUME

"Mother, where are the little red spots you had on your face?"

"Gone, my darling. Sulphume and Sulphume Soap have taken them all away."

will cure you, quickly. Price $1.00 per bottle express prepaid.

SULPHUME is *dissolved sulphur*, and will cure *all* skin diseases. It gives the benefits, at your home, of *Sulphur Springs*. For *Rheumatism* and *Weak Kidneys* it is par excellence.

SULPHUME SOAP is the only soap in the world made with *liquefied* sulphur. That is why it is the only *genuine Sulphur Soap*. It has no equal for the toilet and the bath. Price per box (3 cakes) 75 cents, express prepaid.

A trial cake mailed upon receipt of 25 cts.

SKIN BOOK FREE

Drop a postal card and we'll mail you our Sulphume Book—in it you will find solid facts about the care of your skin and blood.

Your druggist can procure *Sulphume preparations* from his jobber, without extra charge to you.

Sulphume Company, 145 Marine Bldg., Chicago

Placed in leading publications by J. Walter Thompson Co.

Berkshire Hills Sanatorium

FOR THE SCIENTIFIC TREATMENT OF

CANCER

WITHOUT THE USE OF THE KNIFE.

The Largest and Best Equipped Private Institution in the World

For the exclusive treatment of cancer, tumors and all other forms of malignant and benign new growths, except cancer and tumors within the abdominal cavity. The Berkshire Hills Sanatorium is conducted by a graduate of the regular school of medicine. Remedies are not withheld as secret from physicians of standing. Ask your family physician to make a personal investigation. He will be given every opportunity to gain a knowledge of our method and its success. When writing for information please describe the case as clearly as possible and state its situation.

Address **DRS. W. E. BROWN & SON, North Adams, Mass.**

Placed in leading publications by J. Walter Thompson Co.

Every piece of NIAGARA HAM and BACON is inspected by an officer of the United States Government.

Faultless Food

Makes Perfect Health.

CORN-FED PORKERS make sweet, healthful food. **The Jacob Dold Packing Co.** use exclusively Corn-Fed Porkers.

DOLD'S

FAMOUS

Niagara Hams and Niagara Bacon

are Specially Cured and Carefully Prepared.

That's why they are . . FAULTLESS.

A Slice of Niagara Ham or rasher of crisp Niagara Bacon is the most appetizing dish extant. They are tender, sweet, and a most nutritious food.

Branded in the Skin

DOLD'S NIAGARA

of every piece.

We know how to make them good. And we make them as good as we know how.

Ask your dealer to get them for you. If he objects —you insist. We would like to send you a handsome little booklet giving information about how Dold's meats are handled to secure the uniformly high quality found in Niagara Hams and Bacon. A postal will bring it to you free.

THE JACOB DOLD PACKING CO., Buffalo, N. Y.

Placed in leading publications by J. Walter Thompson Co.

Buy the Genuine No. 4711

Eau De Cologne

ORIGINAL LONG GREEN BOTTLE
IMPORTED INTO THE U.S. SINCE 1831.

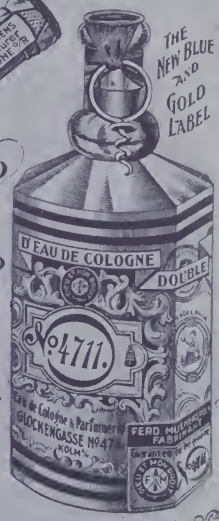
The STANDARD of All COLOGNES for over 100 YEARS.

Used by the ROYAL and IMPERIAL FAMILIES of EUROPE.

An indispensable Toilet Accessory for all persons of refined taste.

U. S. Agents: MÜLHENS & KROPFF
35-37 WHITE STREET, NEW YORK

THE NEW BLUE AND GOLD LABEL



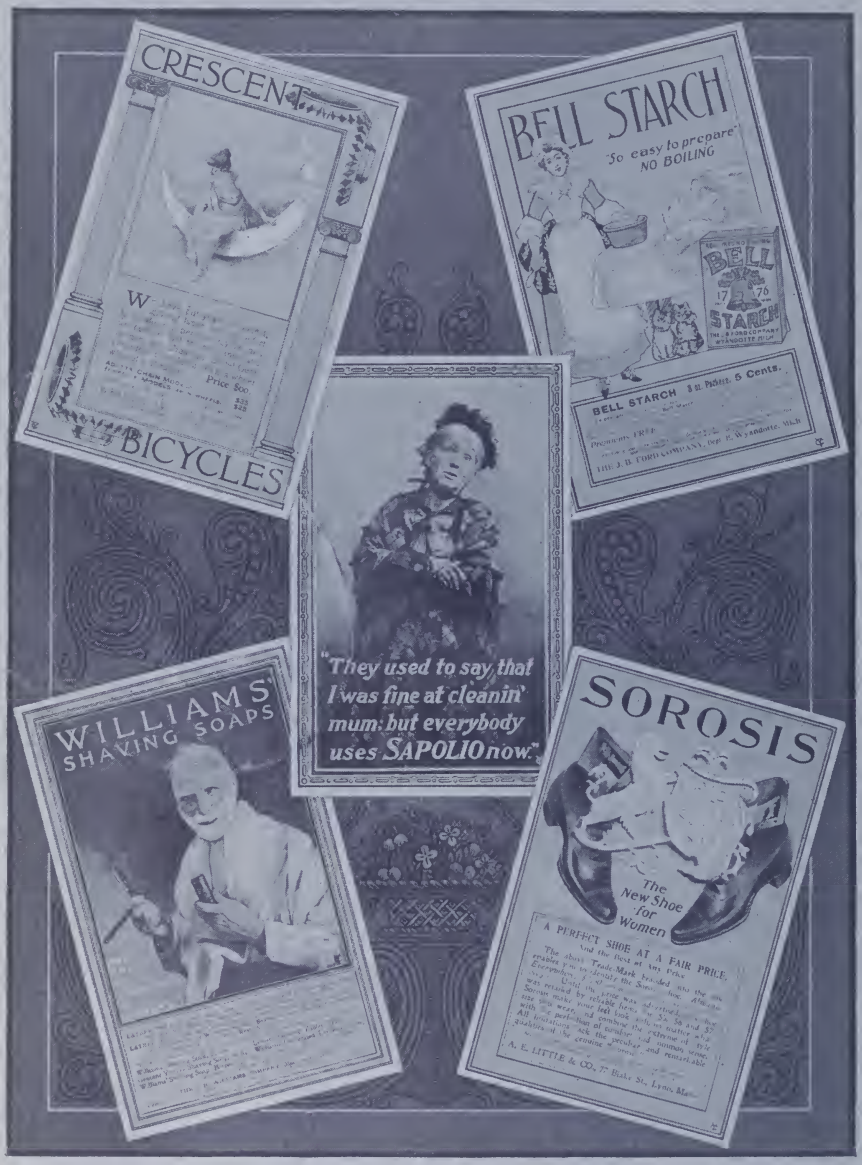
No. 4711. White Rose Glycerine Soap.

Famed for its purity, beauty and transparency. Delicately perfumed and used by all persons of refinement. Little wonder, indeed, that no toilet soap of modern times has approached its well-merited fame and favor.

Used for years in the Court of H. I. M. the Emperor of Russia.

Manufactured by
FERD. MULHENS, Cologne o/R, Germany
Send 15c. in stamps for a sample cake.
Sole U. S. Agents:
MÜLHENS & KROPFF,
35 & 37 White Street, New York.

Placed in leading publications by J. Walter Thompson Co.



EACH OF THE ABOVE IS ONE OF A SERIES OF ADVERTISEMENTS DESIGNED BY THE YOUTH'S COMPANION AND PUBLISHED IN THE PAPER.

DOES NOT BEND. SUPER NICKEL PLATE. GUARDED COIL.

THE CLINTON SAFETY PIN

Not Cheapest, but Best.

It has the largest sale of any Safety Pin in the World because of its

Absolute Superiority.

Fastens on either side, is almost automatic. Super nickel-plated, doesn't turn brassy. Made in 9 sizes, from ½ inch to 4¼ inches. Finished in nickel, black enamel, gold and silver.

A Perfect Guard Prevents Clothing Catching in Coil.

Send six cents in stamps for 12 Clinton Safety Pins (assorted sizes) and a card of our new Sovran Dress Pins. They will demonstrate the inferiority of their imitations.

OAKVILLE CO., WATERBURY, CONN.

CLINTON

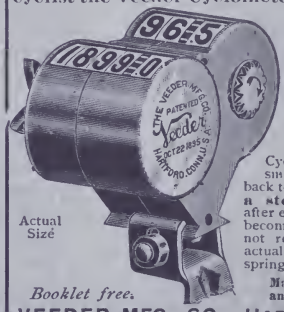
DO THIS

PUT A

Veeder CYCLOMETER

on your wheel. It is as useful as your watch. One measures distance, the other time—both are essential factors of every business or pleasure trip. To every cyclist the Veeder Cyclometer is a necessity.

Actual Size



Actual Size

Its merit has eliminated competition—90% of modern cyclometers are Veeder Cyclometers

Price, $1. 10,000 miles and repeat. Dust-proof, water-proof, positive action. On the "Trip" Cyclometer, price $2, the small indicator can be set back to zero separately like a stem-setting watch, after each trip. Parts cannot become disarranged. Cannot register falsely unless actually broken. No springs. No delicate parts.

Made for 24, 26, 28, and 30-inch Wheels.

Booklet free.

VEEDER MFG. CO., HARTFORD, CONN.

THAT SOUR SPOT IN DIGESTIVE ORGANS IS TOUCHED By JOHNSON'S DIGESTIVE TABLETS

DON'T TAKE THE "JUST AS GOOD"— *INSIST* on the

OIL

USE THE 1899 MODELS.

20TH CENTURY BICYCLE & DRIVING HEADLIGHTS

GAS

CATALOGUE FREE.

20TH CENTURY MFG CO.
17 WARREN ST., NEW YORK.

Placed in leading publications by J. Walter Thompson Co.

The STOCKING is perfectly protected by the ROUND-EDGE LOOP and the CUSHION surrounding the ENTIRE BUTTON in the CLASP of the

Velvet Grip

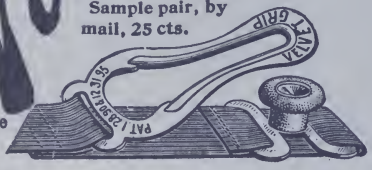
CUSHION BUTTON HOSE SUPPORTER

NEVER SLIPS OR TEARS.

No Stitching in the Elastic.

OF ALL DEALERS.

Sample pair, by mail, 25 cts.



Catalogue Free.

George Frost Co., Makers, 551 Tremont St., Boston.

Canfield Dress Shields

See that your dress-maker uses them in your new waists. No other dress shields will give the satisfaction, as none have the superior merits of Canfield Dress Shields.

RELIABLY WATERPROOF. SOFT AS KID. EASILY WASHED

and guaranteed to protect the waist from damage by perspiration.

Insist on having the Canfield Dress Shield.

TRADE MARK Canfield

For Sale Everywhere.

Canfield Rubber Co., 73 Warren St., N.Y.

SUGGESTIONS.

The man who forgets to advertise is soon forgotten.

Advertising awakens demand and encourages supply.

Advertise wisely and forcibly or do not advertise at all.

Strong advertisements are good medicine for sickly business.

An article well advertised is known to the public as a personal friend.

The foundation of most fortunes may be directly traced to advertising.

Little, wide-awake advertisements often prove to be giants in disguise.

Wide-awake advertisements and profitable trade generally go hand in hand.

New advertisements with germs of life in them will remind old customers that you are still alive.

The J. Walter Thompson agency recommends to its clients such publications as it believes will pay them.

Good, plain, everyday common sense is the real motive which underlies the advertisement-writing of the day.

The J. Walter Thompson advertising agency of today is a creator. We make new business for shrewd business men.

THE THOMPSON RED BOOK

Omissions and Errors Will Unintentionally Creep into the Most Carefully Edited Book. The Following Addenda, Variations and Changes are Sent Out as Coming in Since its Going to Press. Paste in Back of Book, or Alter on Pages Specified.

OMISSIONS.

Abend Presse, Ger., Chicago; evening edition of Freie Presse; should be in list on page 111.
American Hebrew, New York, W., 8,000 circulation, should be in list on page 223.
American Messenger, New York, M., 40,000 circulation, should be in list on page 223.
Daheim, Ger., Chicago; Sunday Freie Presse, 40,000; should be in list on page 111.
Journal of Finance, New York, D., 6,000 circulation, should be on page 61 in list of New York Dailies.
National Rural and Family Magazine, Chicago; 45,000 weekly, add on page 251.
Newark, N. J., Sunday Call, should be on page 69; circulation claimed, 21,000; 10c.
Observer, Troy, N. Y., Sunday, 18,000 circulation, should be in list on page 67.
Rundschau, Chicago, W., Ger.-Ind., 27,000; should be in list on page 113.
Staats-Zeitung, Chicago, D. 23,000, and W. 38,000; should be in list on page 113.
Union Signal, Chicago, 72,000 circulation; should be in Religious list, page 231.
Worcester, Mass., Opinion Publique, D., 7,200 circulation, should be in list on page 74.

CHANGES AND VARIATIONS.

Ainslee's Magazine, New York, page 193; circulation is now sworn to as 125,000.
Argosy, New York, page 193, publisher's statement, 77,412 net circulation.
Birmingham, Ala., Ledger, D., page 157, circulation guaranteed, 6,900.
Buffalo, N. Y., Express, D. and Su., page 55; line rates should be, D., 12½c., and Su., 20c., instead of 20c. and 25c.
Burlington, Iowa, Gazette, page 133, should be rated as a Democratic and not Republican paper.
Catholic World Magazine, New York, page 223; circulation claimed, 60,000.
Charlotte, N. C., Observer, page 151; line rate, 7¼c.
Chicago, Ill., School Review, M., page 273, circulation is guaranteed 4,500 per month.
Christliche Apologete, Cincinnati, Ohio, page 229, claim 21,000 circulation.
Cosmopolitan Magazine, Irvington, N. Y., page 195; publisher's statement, 350,000 circulation.
Covington, Ky., Commonwealth, D., page 161; merged into weekly.
Donahoe's Magazine, Boston, page 221; circulation claimed, 38,000.
Farm and Fireside, Springfield, Ohio, S. M., pages 217 and 249; circulation should be 310,000 guaranteed.
Green Bay, Mich., Advocate, page 125, D. discontinued.
International Journal of Surgery, New York, M., page 289, should read 28,000 circulation, instead of 2,800.
Leader and News-Herald, Cleveland, O., M. and E.; rate should be 20c. for both; page 91.
Marion, Ohio, Transcript, page 97; D. discontinued.
McCall's Magazine, New York, page 195; circulation guaranteed, 200,000.
Munsey's Magazine, New York, page 197, publisher's statement, 605,583 net circulation.
New Orleans, La., States, page 165, guarantee a daily circulation of over 18,000, and Sunday of over 20,000.
Northwestern Christian Advocate, Chicago, W., page 231, claim 26,000 circulation.
Peoria, Ill., Times and Transcript, page 117; have been consolidated with the Herald, now known as Herald-Transcript.
Philadelphia Baptist Commonwealth, W., claims 12,000 circulation, should be in list on page 225. It combined The Commonwealth, The Evangel and The Atlantic Baptist.
Philadelphia Record, D., page 79; circulation reads 105,000; should be 195,000, the tail of figure 9 being broken.
Puritan, New York, page 197; publisher's statement, 147,148 net circulation.
Quaker, New York, page 197; publisher's statement, 44,929 net circulation.
Reading, Pa., Eagle, W., page 81, should have been 4,300 circulation, instead of 3,300.
Rochester, N. Y., Evening Times, page 65; publishers claim 13,000 daily circulation.
St. Paul, Minn., Farmer, page 253; circulation is guaranteed to exceed 45,000; S. M.
Sunday School Journal, Cincinnati, Ohio, M., page 229; claim 109,000 circulation.
Toronto, Ont., Globe, D., page 189, guarantee 35,664 average circulation.
Woman's Home Companion, Springfield, Ohio, M., pages 203, 205 and 217; circulation should be 325,000, guaranteed by publishers.
Young Catholic, New York, page 223, should be B. M.; claim 40,000 circulation.

The LEADING DAILIES AND WEEKLIES

Moulders of Public Thought

PUBLISHED IN

THOSE CITIES OF UNITED STATES AND CANADA HAVING A POPULATION OF 5,000 AND OVER.

ARRANGED BY GEOGRAPHICAL SECTIONS.

In most families of this broad land, political inspiration is derived from the local dailies and weeklies, in addition to local news. They have therefore a strength peculiarly their own, and are the means to stimulate local demand for goods sold through dealers.

An advertiser using this list would cover the entire country in a judicious and systematic manner. It is easy to waste money advertising in dailies or weeklies because of the supposed necessity for frequent repetition. Large advertisements for impressions and smaller ones for reminders are unusually effective. Our experience in this line has taught us some economies not generally understood, which, when tested, are appreciated by careful advertisers. The populations are from latest reports.

All principal papers in foreign languages are included in each city where published. Papers included in brackets are all published in one office.

A few places of less than 5,000 population have been included where they are important centers, with large outlying territory. Some of over 5,000 have been omitted, as being contiguous to large cities, and not having publications of value.

> WENDELL PHILLIPS *paid this tribute to newspapers:* "Not one man in ten reads books. The newspaper is parent, school, college, pulpit, theatre, example, counsellor, all in one. Every drop of our blood is colored by it. Let me make the newspapers, and I care not who makes the religion or the laws."

These papers are the bone and sinew of the press, and represent at one glance a striking example of newspaper enterprise and newspaper appreciation. The papers in this list are as familiar as household words to the American reading public. They are all read carefully, and an advertisement placed in one, a part, or the whole of them, is as sure to be felt by the advertiser as the sun is sure to produce light.

Geographical Order of States

For the convenience of advertisers, in classifying these dailies and weeklies geographically, we have arranged them, by sections, in the order in which the states are usually listed, this being preferable to alphabetical order.

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Leading Dailies and Weeklies—*Continued.*

The circulations quoted are estimated from the most conservative sources and are believed to be practically correct.

The single time line rates are given simply to enable our customers to form an idea of the relative cost. In most cases, however, for extensive work these would be misleading, as the papers give discounts for time or space, or both. The safest way is to send to us for a detailed estimate.

State capitals are in FULL FACE CAPITALS. c.h. signifies county seat or courthouse. Figures following indicate population.

ABBREVIATIONS.—Rep., Republican. Dem., Democratic. Ind., Independent. Morn., Morning. Eve., Evening. Su., Sunday. Mo., Monday. Tu., Tuesday. We., Wednesday. Th., Thursday. Fr., Friday. Sa., Saturday. D., Daily. W., Weekly. SW., Semi-Weekly. TW., Tri-Weekly.

NEW ENGLAND.

MAINE.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
AUGUSTA, c.h., 10,527—Kennebec Co.				
Journal	Rep—Morn ex Su—D	3,600	.03½	
Kennebec Journal	Rep—We—W	3,800	.05½	
Bangor, c.h., 19,103—Penobscot Co.				
Commercial	Ind—Eve—D	6,000	.03½	
Commercial	Agri—Fr—W	28,500	.10¾	
News	Rep—Morn ex Su—D	5,000	.03½	
News	Rep—Th—W	2,700	.10¾	
Whig and Courier,	Rep—Morn ex Su—D	2,200	.05½	
Courier	Rep—Fr—W	2,700	.05½	
Bath c.h., 8,723—Sagadahoc Co.				
Times	Rep—Eve—D	1,650	.03½	
Independent	Ind—Sa— W	1,550	.03½	
Enterprise	We and Sa—SW	1,950	.05½	
Belfast, c.h., 5,235—Waldo Co.				
Age	Dem—Th—W	2,500	.05½	
Republican Journal	Rep—Th—W	2,850	.05½	
Biddeford, 14,443—York Co.				
Journal	Rep—Eve—D	2,100	.03½	
Journal	Rep—Fr —W	2,250	.03½	
Gardiner, 5,941—Kennebec Co.				
Reporter-Journal	Ind—Eve—D	800	.03½	
Reporter-Journal	Ind—Fr—W	1,500	.03½	
Lewiston, 21,701—Androscoggin Co.				
Evening Journal	Rep—Eve—D	6,450	.05½	
Journal	Rep—Th—W	18,000	.12½	
Sun	Dem—Morn ex Su—D	3,600	.07½	

THE WISE OWL,

The Emblem of Wisdom with the Lamp of Science.

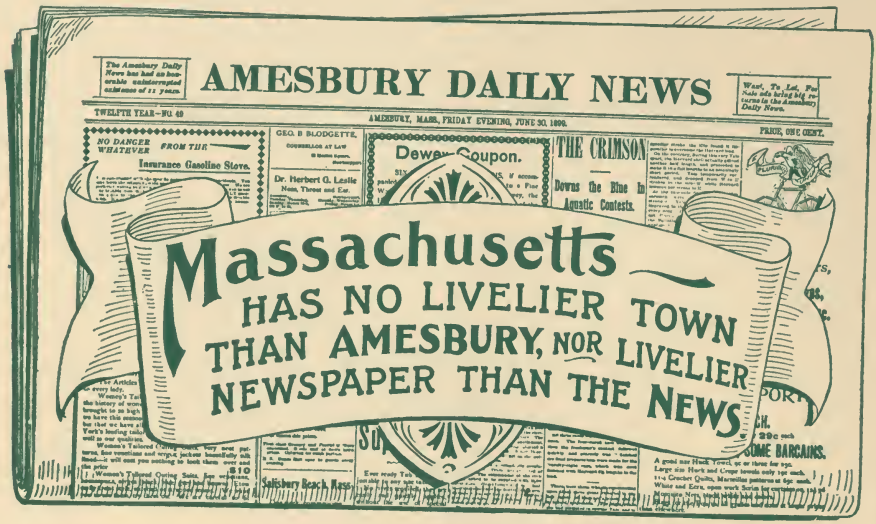
This has been the trademark of the Thompson agency since its establishment in 1864. It is symbolical of the widespread and thorough work done by the agency in the advertising field.

Leading Dailies and Weeklies—*Continued.*

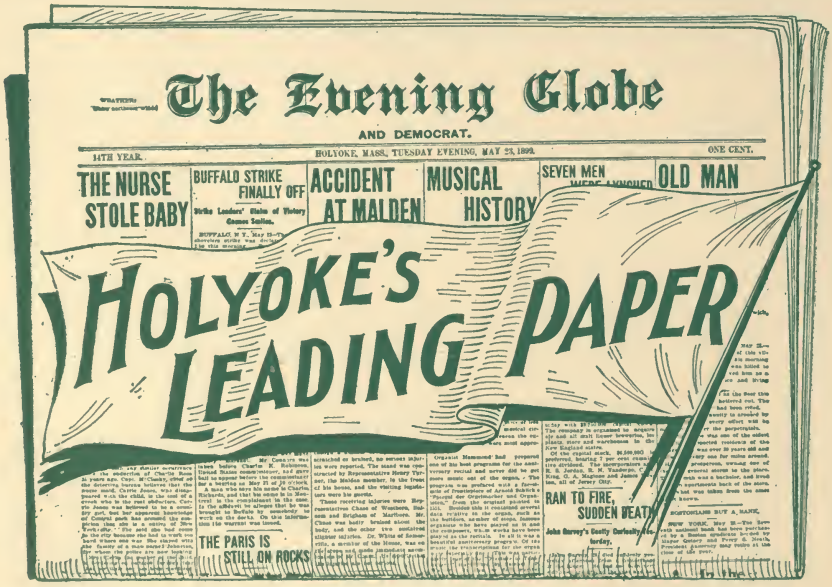
NEW ENGLAND—Maine.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Portland, c.h., 36,425—Cumberland Co.				
Advertiser	Rep—Eve—D	2,500	.07¼	
Advertiser	Rep—Sa—W	900	.07¼	
Argus	Dem—Morn ex Su—D	5,800	.07¼	
Eastern Argus	Dem—Th—W	2,000	.07¼	
Evening Courier	Eve—D	3,500	.03½	
Evening Express	Rep—Eve—D	6,000	.05½	
Express	Rep—Th—W	2,000	.01¾	
Press	Rep—Morn ex Su—D	5,200	.07¼	
Maine State Press	Rep—Th—W	2,400	.03	
Rockland, c.h., 8,174—Knox Co.				
Star	Rep—Morn ex Su—D	3,300	.03½	
Courier-Gazette	Rep—Tu and Sa—SW	5,250	.05	
Waterville, 7,100—Kennebec Co.				
Evening Mail	Rep—Eve—D	1,200	.03½	
Mail	Rep—We—W	1,250	.03½	

NEW HAMPSHIRE.

CONCORD, ch., 17,004—Merrimack Co.				
Evening Monitor	Rep—Eve—D	2,900	.05½	
Statesman	Rep—Th—W	7,000	.07¼	
People and Patriot	Dem—Eve—D	3,000	.05½	
People and Patriot	Dem—Th—W	7,000	.07¼	
Dover, c.h., 12,790—Strafford Co.				
Foster's Democrat	Rep—Eve—D	2,800	.05½	
Foster's Democrat	Rep—Fri—W	1,900	.05½	
Republican	Rep—Eve—D	1,400	.05	
Enquirer	Rep—Fr—W	1,750	.05½	
Exeter, c.h., 4,284—Rockingham Co.				
Evening Gazette	Rep—Eve—D	1,200	.02	
Gazette	Rep—Fr—W	3,500	.05	
News-Letter	Rep—Fr—W	2,500	.03½	
Keene, c.h., 7,446—Cheshire Co.				
Evening Sentinel	Rep—Eve—D	1,500	.05½	
N. H. Sentinel	Rep—We—W	4,500	.07¼	
Republican	Dem—Fr—W	2,200	.07¼	
Laconia, c.h., 6,200—Belknap Co.				
Press	Eve—D	1,000	.02	
Democrat	Ind—Fr—W	3,600	.05	
News and Critic	Rep—We—W	3,125	.07¼	
Manchester, c.h., 44,126—Hillsboro Co.				
Mirror and American	Rep—Eve—D	8,000	.10¾	
Mirror and American	Agri—Th—W	34,000	.25	
Union	Dem—Morn and Eve ex Su—D	12,600	.10	
Union	Agri—We—W	17,000	.07¼	



Population including Suburbs, 26,000
Published from same office The Amesbury and Salisbury Villager, and The Weekly News, a society paper. The three cover the field.
AMESBURY PUBLISHING CO., AMESBURY, MASS.



ALL leading local merchants appreciate its value and use its columns constantly and liberally. — Good testimony.

Leading Dailies and Weeklies—*Continued.*

NEW ENGLAND—New Hampshire.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Nashua, c.h., 19,311—Hillsboro Co.				
Press	Rep—Eve—D	4,000	.05½	
Telegraph	Rep—Eve—D	3,250	.05½	
Telegraph	Rep—Sa—W	1,850	.03½	
Portsmouth, c.h., 9,827—Rockingham Co.				
Chronicle	Rep—Morn ex Su—D	1,000	.05½	
N. H. Gazette	Rep—Th—W	1,000	.05½	
Herald	Ind—Eve—D	3,500	.05½	
Evening Times	Dem—Eve—D	3,900	.05½	
States and Union	Dem—Th—W	3,000	.05½	
VERMONT.				
Bennington, c.h., 7,000—Bennington Co.				
Banner	Rep—Tu and Fr—SW	2,000	.02	
Reformer	Dem—Fr—W	2,000	.02	
Brattleboro, 6,000—Windham Co.				
Phœnix	Rep—Eve—D	1,000	.05	
Vermont Phœnix	Rep—Fr—W	4,500	.09	
Reformer	Dem—Tu and Fr—SW	5,900	.07¼	
Burlington, c.h., 14,590—Chittenden Co.				
Free Press	Rep—Morn ex Su—D	4,800	.07¼	
Free Press	Rep—Th—W	5,100	.07¼	
News	Eve—D	5,841	.03½	
MONTPELIER, c.h., 5,000—Washington Co.				
Evening Argus	Ind—Eve—D	2,000	.02½	
Argus and Patriot	Dem—We—W	4,900	.05½	
Journal	Rep—Eve—D	2,000	.02½	
Watchman	Rep—We—W	4,400	.10¾	
Rutland, c.h., 11,760—Rutland Co.				
Herald	Rep—Morn ex Su—D	3,150	.07	
Herald	Rep—Th—W	4,100	.15	
St. Albans, c.h., 7,771—Franklin Co.				
Messenger	Rep—Eve—D	1,300	.03	
Messenger	Rep—Th—W	4,500	.03½	
St. Johnsbury, c.h., 6,567—Caledonia Co.				
Caledonian	Rep—We—W	2,000	.02	
Republican	Rep—We—W	2,700	.03	
MASSACHUSETTS.				
Amesbury, 9,800—Essex Co.				
Daily News	Ind—Eve—D	2,440	.07¼	
Villager	Ind—Th—W	1,000	.07¼	
News	Society—Sat—W	1,200	.07	
Athol, 6,319—Worcester Co.				
Transcript	Rep—Tu—W	1,650	.02	
Chronicle	Ind—Th—W	2,500	.03	
Attleboro, 7,577—Bristol Co.				
Sun	Rep—Eve—D	2,500	.05½	

THE BOSTON HERALD.

THE BOSTON HERALD CO., Proprietors. FRIDAY MORNING, JUNE 16, 1899. PRICE TWO CENTS.

The Largest Cigar Factory In the United States

Employing Union Labor. Make more cigars than any other two factories in New England. Sales trebled between '96 & '98

OUR BRANDS

Harvard 10c. Cigar

Pippins 5c. Cigar

H. TRAISER & CO.

TRUSTS AS AN ISSUE

President Havemeyer Has Aroused the Country.

His Attack on the Tariff Startles Politicians of Both Parties.

A GREAT DAY

Sampson's Fleet Is Due in Boston.

Should Arrive by This Afternoon Anyway.

Warships Left Newport

IMUS WON BY LAWTON.

The City Surrenders Without a Shot.

EBEL ARMY SHATTERED.

lipinos Take to the Hills, Pursued by Americans.

FILIPINOS HAVE FLED.

You can OBTAIN RESULTS When you ADVERTISE in the BOSTON HERALD

WEATHER INDICATIONS

THIS MORNING'S NEWS.

W. L. DOUGLAS $3.50 SHOE

PERFECT SALADS

WOOD, POLLARD & CO.

SNOWED UNDER WITH ORDERS FOR 1899 VICTOR BICYCLES $28.

Overman Wheel Co., 410 Boylston St.

COTTON MILL

Smokeless Fuel Coke

The New England Gas & Coke Co

Summer Livery.

$25; $28

MACULLAR PARKER COMPANY 400 Washington St.

THE ORDER FOR TOMORROW.

LEMP'S

CODMAN & HALL CO.

SERGE ARMURE BLUE AND BLACK SUITS 15.00

GENTLEMEN

A. Shuman & Co. Boston

"THE TRUTH, THE WHOLE TRUTH."

MIMA 5c. CIGAR

WALKER-RINTELS DRUG CO.

NASBY'S WAY.

Paine Furniture Co. 48 CANAL ST.

You Can OBTAIN RESULTS When You ADVERTISE in the BOSTON HERALD

Leading Dailies and Weeklies—*Continued.*

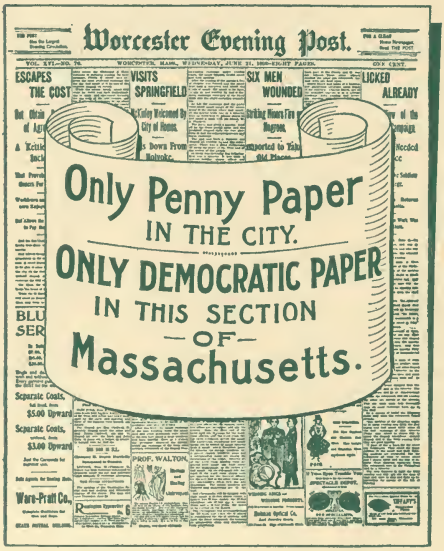
NEW ENGLAND—Massachusetts.			Estimated Circ.	Pubs. one t. rate.	Memorandum.
Beverly, 10,821—Essex Co.					
Evening Times	Rep	Eve—D	3,000	.02	
Times	Rep	We—W	1,000	.02	
BOSTON, c.h., 448,477—Suffolk Co.					
Advertiser	Rep	Morn ex Su—D	24,900	.12½	
Evening Record	Rep	Eve—D	115,000	.12½	
Advertiser	Rep	Fr—W	9,000	.07½	
Transcript	Ind Rep	Eve—D	23,342	.12½	
Transcript	Ind Rep	Fr—W	4,500	.10	
Globe	Dem	Morn and Eve—D	200,000	.20	
Sunday Globe		Su	250,000	.20	
Herald	Ind	Morn and Eve—D	150,000	.25	
Sunday Herald		Su	140,000	.20	
Journal	Rep	Morn and Eve—D	78,000	.15	
Journal		Su	75,000	.15	
Journal	Rep	Fr—W	11,000	.07½	
Post	Dem	Morn—D	130,000	.12½	
Post	Dem	Su—W	90,000	.12½	
Traveler	Rep	Eve—D	70,000	.10	
Traveler	Rep	Fr—W	5,000	.10	
Brockton, 27,294—Plymouth Co.					
Enterprise	Ind	Eve—D	7,000	.01¾	
Times	Ind	Eve—D	13,500	.03½	
Cambridge, c.h., 70,028—Middlesex Co.					
Chronicle	Rep	Sa—W	4,000	.07¼	
Tribune	Ind	Sa—W	3,800	.07¼	
Fall River, 80,000—Bristol Co.					
Evening News	Rep	Eve—D	5,500	.05¾	
Globe	Dem	Eve—D	6,600	.06½	
Herald	Dem	Eve—D	5,250	.06¼	
Fitchburg, c.h., 25,000—Worcester Co.					
Sentinel	Rep	Eve—D	4,100	.03½	
Sentinel	Rep	Fr—W	1,950	.03½	
Gloucester, 28,000—Essex Co.					
Breeze	Rep	Eve—D	2,850	.03½	
Times	Ind	Eve—D	5,200	.03½	
Advertiser	Ind	Fr—W	3,100	.03½	
Greenfield, c.h., 6,250—Franklin Co.					
Gazette and Courier	Rep	Sa—W	5,820	.07¼	
Haverhill, 27,412—Essex Co.					
Evening Gazette	Rep	Eve—D	8.800	.05½	
Holyoke, 40,000—Hampden Co.					
Globe	Ind	Eve—D	4,500	.07	
Transcript	Rep	Eve—D	6,500	.08⅓	
Transcript	Rep	Sa—W	1,200	.02	

ADVERTISERS cannot cover the New England field without the Boston Journal as it is the leading Republican newspaper of Boston and New England. It combines home circulation, political prestige, and the lowest rates to advertisers for service rendered.

Leading Dailies and Weeklies—*Continued.*

NEW ENGLAND—Massachusetts.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Lawrence, c.h., 52,000—Essex Co.				
American	Rep—Eve—D	4,900	.03½	
American and Advertiser	Rep—Fr—W	1,600	.03½	
Sun	Rep—Morn—D	3,000	.05½	
Sun	Su	4,000	.05½	
Eagle	Dem—Morn ex Su—D	3,000	.03½	
Tribune	Dem—Eve—D	6,450	.03½	
Telegram	Rep—Eve—D	5,000	.05½	
Lowell, c.h., 84,300—Middlesex Co.				
Citizen	Rep—Morn ex Su—D	8,100	.02¼	
Courier	Rep—Eve—D	3,800	.01¾	
Journal	Rep—Fr—W	3,400	.02¼	
Mail	Rep—Morn ex Su—D	5,600	07¼	
Mail	Rep—Eve—D			
Mail	Rep—Sa—W	2,100	.05½	
News	Dem—Eve—D	8,000	.05½	
Sun	Dem—Eve—D	12,700	.05½	
Lynn, 55,727—Essex Co.				
Evening Item	Rep—Eve—D	12,600	.08½	
City Item	Rep—Fr—W	1,350	.02	
Milford, 8,780—Worcester Co.				
Journal	Rep—Eve—D	2,500	.03½	
Journal	Rep—We—W	1,000	.05½	
News	Ind—Eve—D	3,100	.03½	
New Bedford, c.h., 55,200—Bristol Co.				
Standard	Rep—Eve—D	12,000	.08⅓	
Republican Standard	Rep—Th—W	3,700	.08⅓	
Mercury	Ind—Morn ex Su—D	3,600	.06¾	
Newburyport, c.h., 14,947—Essex Co.				
Herald	Rep-Morn and Eve—D	3,000	.07¼	
Herald	Rep—Fr—W	1,500	.02½	
News	Ind—Eve—D	4,400	.07¼	
Item	Dem—Sa—W	2,900	.02	
Newton, 23,000—Middlesex Co.				
Journal	Rep—Fr—W	4,300	.07¼	
North Adams, 19,074—Berkshire Co.				
Evening Herald	Eve—D	2,800	.03½	
Transcript	Rep—Eve—D	3,520	.03½	
Transcript	Rep—Th—W	3,574	.03½	
Northampton, c.h., 16,900—Hampshire Co.				
Hampshire Gazette	Rep—Eve—D	3,400	.03½	
Hampshire Gazette	Rep—Tu—W	2,600	.03½	
Herald	Rep—Eve—D	3,100	.03½	

The Evening Post has an average daily circulation of 11,756



No other evening newspaper in central or western Massachusetts has a circulation as large as that of the Post.

It is the only penny paper in Worcester and the only democratic daily in central Massachusetts. Its rates are cheaper in proportion to circulation than any other paper in this section of the state. It reaches the homes of that great army of consumers that every advertiser desires to reach.

It has undergone a complete transformation since January 1, 1899. New machinery, new capital, and new management have wrought a great change in the Post and made it a real, live, up-to-date newspaper. It is free and untrammeled, independent, democratic newspaper. No man can make it dance to his music by pulling a string.

The Springfield Republican

SPRINGFIELD, MASSACHUSETTS

Leading Independent Newspaper

Established in 1824 by Samuel Bowles

DAILY (Morning), $8;
SUNDAY, $2; WEEKLY, $1.

Attractive and Interesting to Readers;
Valuable to Advertisers

The Parisian Magazine

FRENCH LITERATURE AND ART

ILLUSTRATED

THE PARISIAN, as the only representative in English of the French Academicians and the leading French Reviews, offers the advertiser an opportunity to reach the intellectual and wealthy classes; the people who have the intelligence to choose and the money to purchase.

To advertise itself, THE PARISIAN'S method has been: First, to attract attention; second, to hold it. Its illustrations and style have done the first; the merit of its literature has done the second.

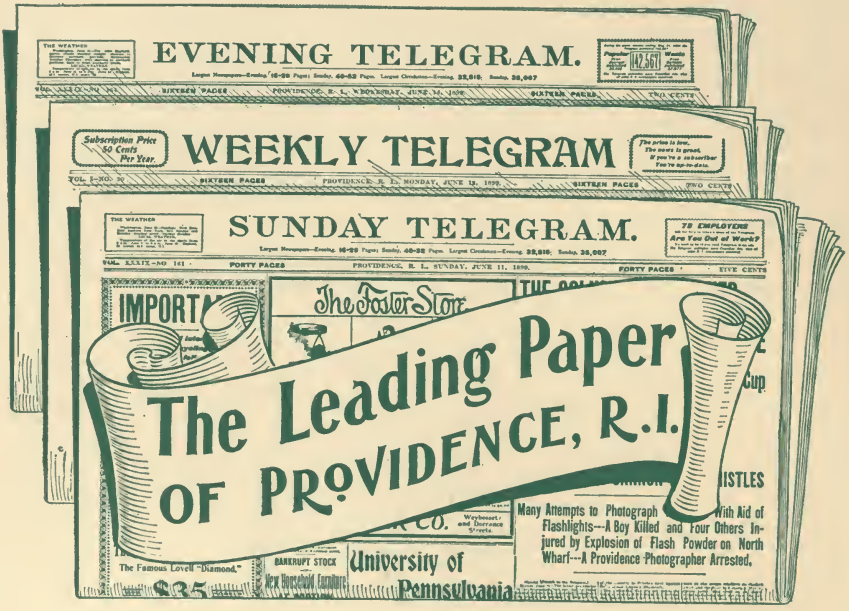
Guaranteed Circulation for the ensuing year not less than 50,000 copies per month.

THE PARISIAN will pay the advertiser of First-class Goods.
Rates furnished on application.

Published at
CARNEGIE HALL, NEW YORK

Leading Dailies and Weeklies—*Continued.*

NEW ENGLAND—Massachusetts.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
North Attleboro, 6,727—Bristol Co.				
Chronicle	Ind—Eve—D	2,200	.03	
Palmer, 6,520—Hampden Co.				
Journal	Rep—Fr—W	2,200	.05½	
Pittsfield, c.h., 22,000—Berkshire Co.				
Evening Eagle	Rep—Eve—D	4,100	.05	
Eagle	Rep—We—W	5,400	.05	
Journal	Dem—Eve—D	2,750	.01	
Plymouth, c.h., 7,914—Plymouth Co.				
Free Press	Ind—Fr—W	1,450	.03	
Old Colony Memorial	Rep—Sa—W	1,650	.07¼	
Quincy, 21,000—Norfolk Co.				
Ledger	Ind—Eve—D	1,500	.03½	
Patriot	Ind—Sa—W	1,825	.05½	
Salem, c.h., 34,000—Essex Co.				
Evening News	Ind—Eve—D	16,500	.05½	
Gazette	Rep—Eve—D	7,000	.05½	
South Framingham, 10,000—Middlesex Co.				
Evening News	Ind—Eve—D		.03½	
Gazette	Ind—Fr—W	2,500	.03	
Springfield, c.h., 44,179—Hampden Co.				
News	Dem—Eve—D	7,800	.03½	
Republican	Ind—Morn—D	14,100	.05	
Republican	Su	12,300	.05	
Republican	Ind—Fr—W	3,700	.08⅓	
Union	Rep—Morn and Eve—D	22,000	.10	
Union	Su	11,200	.05	
Union	Rep—Th—W	1,600	.05	
Homestead	Society—Sa—W	6,200	.05	
Taunton, c.h., 27,448—Bristol Co.				
Herald	Ind—Eve—D	5,100	.07	
Evening News	Rep—Eve—D	3,450	.05	
Gazette	Rep—Eve—D	4,300	.07¼	
Bristol Co. Republican	Rep—Fr—W	1,600	.07¼	
Waltham, 20,600—Middlesex Co.				
Evening News	Rep—Eve—D	3,300	.05½	
Free Press-Tribune	Rep—Eve—D	3,450	.03½	
Free Press-Tribune	Rep—Fr—W	1,200	.03½	
Westfield, 10,650—Hampden Co.				
Times and News-Letter	Ind—We—W	2,000	.05	



An introduction to the cultured homes of Canada can be secured by placing your advertising in the

Methodist Magazine and Review

The oldest and best known illustrated literary magazine published in Canada.

WILLIAM BRIGGS
Publisher
31-33 RICHMOND ST. WEST
TORONTO

Leading Dailies and Weeklies—*Continued.*

NEW ENGLAND—Massachusetts.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Woburn, 13,500—Middlesex Co.				
Journal	Rep—Fr—W	1,400	.02	
News	Rep—Sa—W	1,300	.02	
Worcester, c.h., 98,700—Worcester Co.				
Evening Gazette	Rep—Eve—D	7,100	.07¼	
Evening Post	Ind—Eve—D	12,000	.01½	
Spy	Rep—Morn—D	8,500	.03½	
Spy	Su	8,300	.04¼	
Spy	Rep—Fr—W	3,000	.04¼	
Telegram	Rep—Morn—D	16,500	.05½	
Sunday Telegram	Su	17,000	.07¼	

RHODE ISLAND.

NEWPORT, c.h., 21,600—Newport Co.				
Herald	Ind—Morn ex Su—D	2,600	.10	
News	Ind—Eve—D	3,700	.10	
Mercury	Ind—Sa—W	3,000	.10	
Pawtucket, 32,500—Providence Co.				
Times	Rep—Eve—D	15,500	.10	
Tribune	Dem—Eve—D	3,850	.03½	
PROVIDENCE, c.h., 145,400—Providence Co.				
Bulletin	Ind—Eve—D	35,000	.10	
Journal	Ind—Morn—D	16,000	.10	
Sunday Journal	Su	15,000	.10	
Telegram	Ind—Eve—D	33,000	.10	
Sunday Telegram	Su	34,000	.10	
News	Rep—Eve—D	9,000	.07½	
Westerly, 7,800—Washington Co.				
Sun	Rep—Eve ex Sa—D	4,000	.05½	
Woonsocket, 24,830—Providence Co.				
Evening Call	Ind—Eve—D	6,000	.05	
Reporter	Ind—Eve—D	6,250	.05	
Patriot	Fr—W	1,900	.08⅓	

CONNECTICUT.

Ansonia, 10,342—New Haven Co.				
Sentinel	Local—Eve—D	3,800	.02	
Sentinel	Local—We—W	4,500	.02	
Bridgeport, c.h., 48,866—Fairfield Co.				
Farmer	Dem—Eve—D	4,000	.07¼	
Farmer	Dem—Fr—W	4,200	.07¼	
News	Rep—Eve—D	5,000	.07	
Evening Post	Ind—Eve—D	10,500	.07¼	
Morning Telegram	Ind—Morn ex Su—D	4,200	.05	

Connecticut.

THE MERIDEN MORNING RECORD

BEST PAPER For Advertisers. It has the largest circulation. It Covers Meriden, Wallingford and Southington.

AND REPUBLICAN.

WEATHER: Forecast for Today and Tomorrow: For New England and Eastern New York, showers today.

THIRTY-NINTH YEAR. MERIDEN, CONNECTICUT, THURSDAY, JULY 6, 1899. TWO CENTS

Military Services Held.
IMPRESSIVE CEREMONY OVER REMAINS OF SERGT. LEAHY.
FUNERAL CORTEGE UNDER ESCORT OF VOLUNTEERS.

Accident on Cliff Drive
JAMES E. FAIRBANKS THROWN FROM HIS BICYCLE.
LOST CONTROL OF WHEEL WHILE RIDING DOWN HILL.

Sentenced On Insanity.
HARRY COLLINGTON. THE HALF WITTED BOY.
WAS CHARGED WITH CRIMINAL ASSAULT IN MERIDEN.

Big Blaze In Boston.
DISTRICT HAS BEEN TERROR TO FIREMEN.
ALL PLANING MILLS AND LUMBER YARDS.

Death of Bishop Newman
INTIMATE FRIEND OF PRESIDENT GRANT.
PASSES AWAY AT HIS SARATOGA HOME.

Honors For R. A. H. Clarke.
TOOK EXAMINATION FOR GUILD OF ORGANISTS.
BEFORE A COMMITTEE OF NOTED MUSICIANS.

Mme. Dreyfus With Husband.
SPENT AN HOUR WITH HIM YESTERDAY.
WILL REMAIN IN MOURNING TILL HE IS FREE.

Meriden is in center of state and The Record covers ten miles square—three towns—all manufacturing—with over 50,000. Population. Only morning paper in city. 7000 Circulation

Leading Dailies and Weeklies—*Continued.*

NEW ENGLAND—Connecticut.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
BRIDGEPORT.—Continued.				
Union	Ind—Morn ex Su—D	7,500	.07¼	
Standard	Rep—Eve—D	4,100	.07¼	
Standard	Rep—Fr—W	3,200	.07¼	
Danbury, c.h., 16,552—Faifireld Co.				
Dispatch	Morn—D	2,000	.03½	
News	Ind—Eve ex We—D	4,600	.03½	
News	Ind—We—W	4,000	.09	
HARTFORD, c.h., 53,300—Hartford Co.				
Courant	Rep—Morn ex Su—D	8,600	.07¼	
Connecticut Courant	Rep—Mo and Th—SW	8,500	.07¼	
Evening Post	Rep—Eve—D	6,000	.07¼	
Connecticut Post	Rep—Th—W	2,700	.07¼	
Telegram	Dem-Morn ex Su—D	9,500	.08⅓	
Times	Dem—Eve—D	15 000	.10	
Times	Dem—Th—W	7,500	.07	
Meriden, 21,652—New Haven Co.				
Journal	Ind—Eve—D	6,000	.07¼	
Record and Republican	Ind—Morn ex Su—D	7,000	.07¼	
Middletown, 15,000—Middlesex Co.				
Penny Press	Dem—Eve—D	6,550	.05	
Sentinel and Witness	Dem—Th—W	1,600	.02	
New Britain, 19,007—Hartford Co.				
Herald	Ind—Eve—D	2,800	.01	
Bristol Herald	Rep—Th—W	2,000	.01	
Record	Rep—Eve—D	3,400	.07¼	
Record	Rep—Fr—W	1,300	.07¼	
New Haven, c.h., 100,000—New Haven Co.				
Evening Leader	Rep—Eve—D	7,500	.10	
Register	Dem—Eve—D	10,000	.10	
Sunday Register	Dem—Su—W	9.500	.12½	
Journal and Courier	Rep—Morn ex Su—D	5,100	.10	
Connecticut Herald and Journal	Rep—Th—W	1,500	.08⅓	
Palladium-News	Rep—Morn ex Su—D	7,500	.10	
Palladium	Rep—Th—W	2,000	.03	
Union	Dem—Eve—D	14,000	.10	
Sunday Union	Dem—Su—W	7.500	.10	
New London, c.h., 13,757—New London Co.				
Day	Rep—Eve ex We—D	4,000	.05½	
Day	Rep—We—W	1,000	.03½	
Globe	Ind—Eve—D	3,000	.03	
Morning Telegraph	Dem—Morn ex Su—D	4,500	.03½	

THE NATIONAL MAGAZINE

An Illustrated Monthly that is

National
in Name

National
in Scope

National
in Character

With its moderate rates and rapidly increasing circulation, *IT IS A GOOD PROPOSITION* for the general advertiser, whose investigation we earnestly solicit. Particulars of

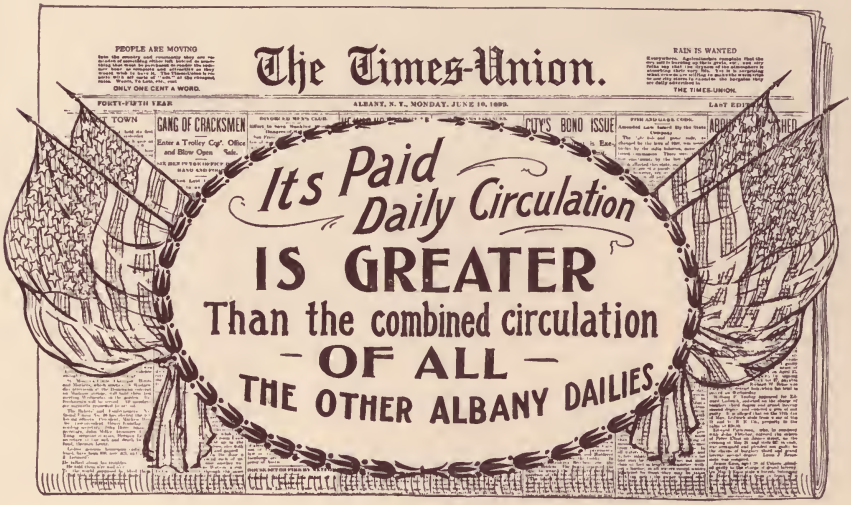
THE THOMPSON ADVERTISING AGENCY
or THE NATIONAL MAGAZINE
91 BEDFORD STREET, BOSTON, MASS.

JOE MITCHELL CHAPPLE, Publisher

Leading Dailies and Weeklies—*Continued.*

NEW ENGLAND—Connecticut.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Norwalk, 17,747—Fairfield Co.				
Evening Hour	Ind—Eve—D	1,100	.03½	
Hour	Ind—Sa—W	3,900	.07¼	
Gazette	Ind—Eve—D	1,100	.02	
Gazette	Ind—Fr—W	1,500	.02	
Norwich, c.h., 16,156—New London Co.				
Bulletin	Rep—Morn ex Su—D	4,300	.07¼	
Courier	Rep—Tu and Fr—SW	6,500	.05½	
Evening Record	Ind—Eve—D	3,000	.05½	
Cooley's Weekly	Ind—Fr—W	3,500	.05½	
Stamford, 15,700—Fairfield Co.				
Advocate	Rep—Eve ex Th—D	2,650	.07¼	
Advocate	Rep—Th—W	2,450	.07¼	
Telegram	Dem—Eve—D	1,100	.02	
Torrington, 9,500—Litchfield Co.				
Register	Ind—Eve—D	1,300	.02	
Waterbury, 40,000—New Haven Co.				
American	Ind—Eve—D	5,700	.10	
American	Ind—Fr—W	4,200	.10	
Democrat	Dem—Eve—D	2,650	.07	
Republican	Rep—Morn—D	2,850	.07¼	
Willimantic, 8,648—Windham Co.				
Chronicle	Ind—Eve—D	3,200	.07¼	
Chronicle	Ind—We—W	2,000	.07¼	
Winsted, 6,183—Litchfield Co.				
Evening Citizen	Ind—Eve—D	1,800	.07¼	
Leader	Dem—Fr—W	1,750	.07¼	

The J. Walter Thompson Co. furnish sharp tools for the use of their patrons.



The Times-Union makes advertising contracts on the above basis. A certain class of advertising is *refused admission* to its columns, for the reason that it is the favorite **Home Newspaper at Albany, N. Y.**

The Trade OF THE Religious Institution

is desirable, but it is generally considered hard to reach. That's true, because the average advertising medium, containing news and advertising features which are objectionable, is not admitted there. But

THE CATHOLIC STANDARD AND TIMES

goes into thousands of Catholic institutions and private homes, because

CLEAN NEWS and CLEAN ADVERTISING ONLY

find place in its columns.

Our Advertising Rates should interest YOU.

THE CATHOLIC STANDARD AND TIMES,
Philadelphia, Pa.

N. M. SHEFFIELD,
Manager Foreign Advertising,
85 Tribune Building, New York City.

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES.

NEW YORK.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
ALBANY, c.h., 97.000—Albany Co.				
Argus	Dem—Morn—D	15,000	.08½	
Argus	Dem—Su—W	14,800	.08½	
Argus	Dem—We and Sa—SW	16,400	.05	
Journal	Rep—Eve—D	15,000	.10	
Journal	Rep-Mo and Th-SW	4,300	.15	
Journal	Rep—We—W	32,000		
Press, Knickerbocker and Express	Ind—Morn ex Su—D	18,000	.10	
Press and Knickerbocker	Ind—Su—W	28,000	.15	
Times-Union	Ind—Eve—D	26,000	.10	
Times	Ind—Th—W	5,200	.05	
Amsterdam, 17,336—Montgomery Co.				
Democrat	Rep—Eve—D	2,700	.05½	
Democrat	Rep—Th—W	1,800	.07¼	
Sentinel	Dem—Morn—D	2,000	.05	
Sentinel	Dem—Su—W	2,200		
Auburn, c.h., 28,800—Cayuga Co.				
Advertiser	Rep—Eve—D	2,600	.04½	
Journal	Rep—Tu and Fr—SW	2,150	.04½	
Bulletin	Ind—Eve—D	4,000	.05½	
Bulletin	Ind—Th—W	1,676	.04¼	
News and Democrat	Dem—We—W	1,500	.04¼	
Binghamton, c.h., 45,000—Broome Co.				
Herald	Ind—Eve—D	8,700	.07¼	
Herald	Ind—We—W	1,100	.07¼	
Leader	Dem—Eve—D	12,000	.08⅓	
Leader	Dem—Fr—W	7,600	.08⅓	
Republican	Rep—Morn ex Su—D	7,500	.08⅓	
Republican	Rep—Sa—W	1,300	.08⅓	
Sunday Times	Ind—Su—W	6,000	.08	
Brooklyn—See New York City.				
Buffalo, c.h., 354,000—Erie Co.				
Commercial	Rep—Eve—D	14,000	.15	
Commercial	Rep—We—	3,000	.10	
Courier	Dem—Morn—D	28,000	.12½	
Courier	Dem—Su—W	40,000	.12½	
Courier	Dem—We—W	4,500	.08	
Enquirer	Ind—Eve—D	36,400	.12½	

CLEAN, HONEST, RELIABLE

48 to 76 pages

21 years old

Well Illustrated

Independent of Cliques and Factions

Has always had the most intelligent and progressive members of the poultry industry as readers

Its advertisers have been the best in the fancy.

It has not, knowingly, carried the ad. of a crook, and spares neither time nor expense to keep its pages free from them.

It declines hundreds of dollars' worth of advertising every year from doubtful advertisers and of unsuitable ads.

It has just reduced its subscription price from $1.00 to 50 cents a year. This will undoubtedly add largely to its circulation and thus to its value as an advertising medium.

As an argument in its favor as an advertising medium it points to many advertisers who have appeared in it continuously for from ten to twenty years.

From its circulation among the well-to-do farmers and fruit men who are also poultrymen, it should prove a good medium for MOST of the general advertisers.

POULTRY MONTHLY, Albany, N. Y.

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
BUFFALO—Continued.				
Demokrat (German)	Ind—Eve—D	6,500	.05½	
Demokrat (German)	Ind—Su—W	5,000	.05½	
Demokrat (German)	Dem—Th—W	3,500	.05½	
News	Rep—Eve—D	68,900	.20	
News	Rep—Su—W	24,800	.08	
Freie Presse (German)	Rep—Eve—D	4,800	.05	
Tribuene (German)	Rep—Su—W	3,000	.03	
Freie Presse (German)	Rep—Th—W	3,750	.04	
Express	Rep—Morn ex Su—D	15,000	.20	
Illustrated Express	Rep—Su—W	62,000	.25	
Express	Rep—Th—W	1.000	.05½	
Times	Dem—Eve—D	39,000	.15	
Sunday Times	Dem—Su—W	21,500	.15	
Volksfreund (German)	Dem—Eve—D	4,500	.03½	
Volksfreund (German)	Dem—Fr—W	4,300	.03½	
Cohoes, 22,509—Albany Co.				
Dispatch	Ind—Eve—D	7,500	.07¼	
News	Rep—Eve—D	2,500	.03	
Regulator	Rep—Su—W	2,200		
Republican	Rep—Eve—D	3,140	.03½	
Corning, c.h., 8,550—Steuben Co.				
Democrat	Dem—Eve—D	1,000	.02	
Democrat	Dem—Th—W	500	.01	
Journal	Rep—Eve—D	1,500	.02	
Journal	Rep—We—W	550	.01	
Cortland, c.h., 8,800—Cortland Co.				
Standard	Rep—Eve—D	1,500	.07	
Standard	Rep—Tu and Fr—SW	2,400	.10¾	
Elmira, c.h., 40,000—Chemung Co.				
Advertiser	Rep—Morn ex Su—D	8,000	.06	
Advertiser	Rep—Th—W	12,000	.07	
News	Rep—Eve—D	3,000	.05½	
Star	Ind—Eve—D	8,600	.06	
Gazette and Free Press	Dem—Eve—D	5,400	.06¼	
Gazette and Free Press	Dem—Th—W	9,000	.06¼	
Telegram	Ind—Su—W	100,000	.30	

The Forum

Quality

How many advertisers give serious consideration to the exact class of people to whom they wish to appeal? No farmer throws his seed broadcast. He selects a certain piece of land, and plants that with a certain kind of seed, and thereby reaps a certain harvest.

An immense circulation is a good thing, but to each advertiser the only part of the circulation of any publication which he should be interested in is that part which benefits him individually.

When the pages of THE FORUM are used, the advertiser is reaching the most intelligent, the most thrifty, the most sensible class in the United States. People who do good, sound reading are invariably people of taste and discrimination and are always ready ta pay a good price for a good article.

No money spent for advertising in THE FORUM is ever wasted. The seed is sown on good ground and the result will show for itself. We are waiting to hear from you and to send you our advertising rates.

They are very, very low.

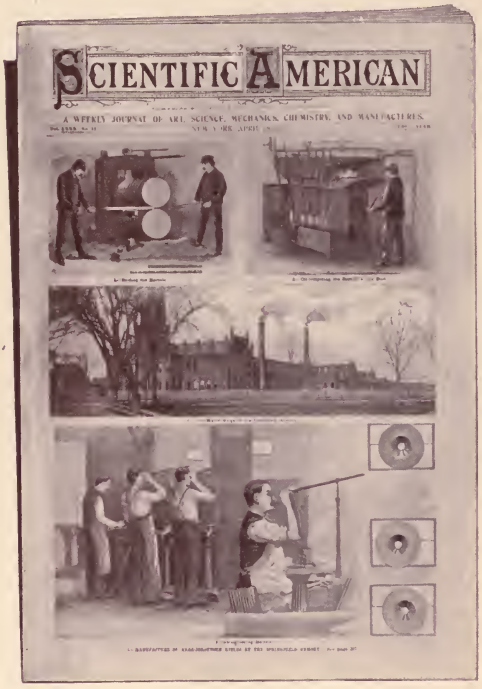
THE FORUM PUBLISHING CO.

111 Fifth Avenue, New York

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Flushing—See New York City.				
Geneva, 10,000—Ontario Co.				
Times	Ind—Eve—D	2,300	.03½	
Courier	Rep—We—W	1,800	.02	
Glens Falls, 13,000—Warren Co.				
Star	Ind—Morn ex Su—D	2,100	.03	
Star	Fr—W	1,300	.02	
Times	Rep—Eve—D	1,500	.05	
Messenger	Rep—Fr—W	1,200	.05	
Gloversville, 18,000—Fulton Co.				
Leader	Rep—Eve—D	3,000	.03½	
Intelligencer	Rep—Th—W	800	.03½	
Herald	Dem—Morn—D	1,000	.03½	
Hornellsville, 13,000—Steuben Co.				
Tribune	Dem—Eve—D	2,600	.03	
Tribune	Dem—Fr—W	1,700	.02	
Times	Rep—Morn ex Su—D	1,300	.05½	
Times	Rep—Th—W	2,200	.03	
Hudson, c.h., 10,000—Columbia Co.				
Register	Dem—Eve—D	2,400	.03	
Gazette	Dem—Th—W	3,900	.04	
Republican	Rep—Morn ex Su—D	1,000	.05½	
Republican	Rep—Th—W	2,400	.07¼	
Ithaca, c.h., 15,000—Tompkins Co.				
Journal	Rep—Eve—D	2,000	.02	
Journal	Rep—Th—W	2,800	.03	
News	Ind—Eve—D	1,600	.03½	
Ithacan	Th—W	2,550	.03	
Jamestown, 22,000—Chautauqua Co.				
All	Ind—Eve—D	1,700	.02	
All	Ind—Sa—W	2,350	.03	
Journal	Rep—Eve—D	2,400	.01¾	
Journal	Rep—Tu and Fr—SW	4,700	.03½	
Johnstown, c.h., 9,000—Fulton Co.				
Republican	Rep—Eve—D	1,500	.02	
Republican	Rep—Th—W	900	.01	
Kingston, c.h., 25,000—Ulster Co.				
Express	Ind—Eve—D	2,700		
Freeman	Rep—Eve—D	4,000	.06½	
Freeman and Journal	Rep—Th—W	1,200	.03	
Leader	Dem—Morn ex Su—D	2,900	.03	
Leader	Dem—Sa—W	2,900	.03	
Little Falls, 11,000—Herkimer Co.				
Times	Ind—Eve—D	1,800	.02	

"A Triumphant Trio"



Established 1845. Weekly. Subscription $3 a year.

ONE of the best *result-producing* mediums in the country —and *the* best, considering the cost—is the **Scientific American,** now in its *fifty-fourth year* of publication. It is the standard authority on all scientific matters, but it is by no means exclusively technical. It interests intelligent people everywhere, particularly professors, teachers, students, engineers, mechanics and progressive manufacturers in *all* lines of business. Read weekly by over a *quarter of a million* of interested readers, who have money and good judgment.

The Building Edition of the Scientific American is published monthly in the interests of building and architecture. It is read by all the architects, builders, contractors and house-owners who desire to be thoroughly up-to-date in their knowledge of building construction. It is a book of reference for those intending to build, and is considered an authority on hygienic sanitation as applied to domestic dwellings.

Established 1878. Monthly. Subscription, $3 a year.

The Export Edition of the Scientific American is also published monthly—in both English and Spanish —and it circulates throughout the world, but largest in the Spanish-speaking countries. It reaches all the leading foreign merchants who buy American-made goods, and it is a valuable medium to promote the expansion of American trade abroad.

Established 1885. Monthly. Subscription, $2.50 a year.

Rates and Sample Copies of each paper sent by

MUNN & CO., Publishers, 361 Broadway, New York City

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate	Memorandum.
Lockport, c.h., 20,000—Niagara Co.				
Journal	Rep—Eve—D	1,900	.05½	
Journal	Rep—We & Sa—SW	2,350	.05½	
Review	Ind—Eve—D	1,800	.02	
Review	Ind—We and Sa—SW	800	.01	
Union Sun	Dem—Eve—D	2,300	.05½	
Democrat and Sun	Dem—Tu—W	2,500	.07¼	
Long Island City—See New York City.				
Middletown, 13,000—Orange Co.				
Argus	Dem—Eve—D	1,400	.04¼	
Mercury	Dem—Tu and Fr—SW	3,300	.07¼	
Press	Rep—Eve—D	1,650	.05	
Press	Rep—Tu and Fr—SW	3,300	.08⅓	
Times	Rep—Eve—D	2,990	.03½	
Times	Rep—Tu and Fr—SW	2,800	.07¼	
Mount Vernon, 20,000—Westchester Co.				
Argus	Dem—Eve—D	1,600	.03½	
Argus	Dem—Th—W	1,000	.03½	
Newburgh, c.h., 23,087—Orange Co.				
Journal	Rep—Eve—D	2,000	.10¾	
Journal	Rep—Tu and Fr—SW	940	.09	
News	Rep—Eve—D	4,100	.07¼	
Press	Dem—Morn ex Su—D	1,100	.03	
Register	Dem—Eve—D	3,000	.10¾	
Sunday Telegram	Ind—Su—W	3,500	.05	
NEW YORK CITY (Greater New York)—3,400,000.				
Manhattan (Borough of) c.h., formerly New York—1,884,436—New York Co.				
Commercial Advertiser	Rep—Eve—D	25,000	.15	
Courrier des Etats Unis (French)	Ind—Morn—D	14,000	.12	
Courrier des Etats Unis (French)	Ind—Su—W	24,000	.15	
Courrier des Etats Unis (French)	Ind—Sa—W	26,000	.25	
Post	Ind—Eve—D	25,000	.20	
Nation	Ind—Th—W	9,000	.15	
Telegram	Ind—Eve—D	50,000	.20	
Herald	Ind—Morn—D	140,000	.40	
Herald	Ind—Su—W	250,000	.40	
Jewish News	Ind-Eve ex Sa D	34,000	.15	
Jewish News	Ind—Su—W	23,000	.20	
Jewish Gazette	Ind—Fr—W	25,000	.20	

Harper's Travels Everywhere

Harper's Magazine journeys the continent over. It finds its way into the most distant communities, and is read always by the best class of people in each community—near and far; people whose means are adequate to supply their many wants. The oldest of first-rate American publications—

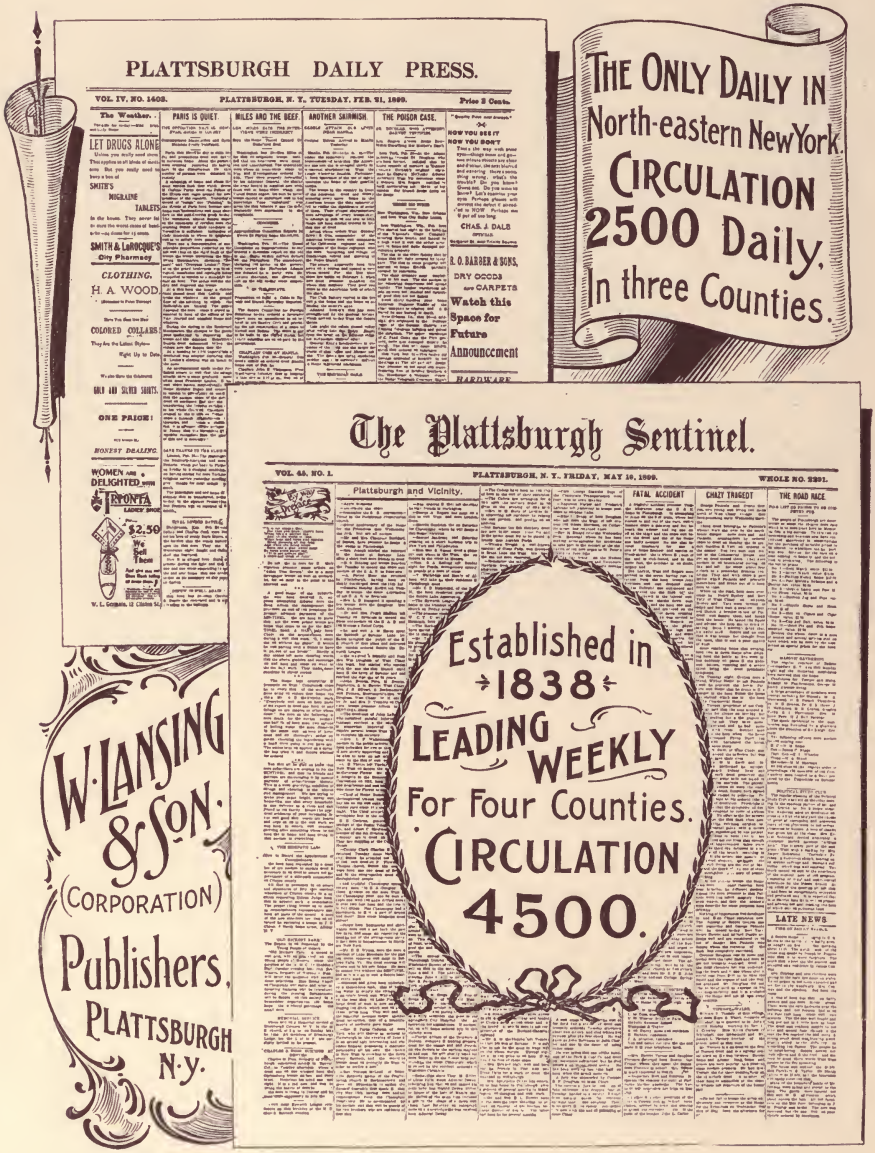
Harper's Magazine

has always ranked highest among advertising mediums and in the favor of each succeeding generation of leading advertisers.

HARPER & BROTHERS, New York and London.

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
MANHATTAN—Continued.				
Journal	Ind—Morn—D	300,000	.40	
Journal	Ind—Su—W	520,000	.45	
Journal	Ind—Eve—D	250,000	.40	
Morgen Journal (German)	Ind—Morn—D	60,000	.15	
Journal of Commerce	Com'l—Morn ex Su—D	13,000	.20	
Mail and Express	Rep—Eve—D	35,000	.20	
News	Dem—Eve—D	175,000	.30	
News	Dem—Su—W	100,000	.25	
Press	Rep—Morn—D	125,000	.30	
Press	Rep—Su—W	115,000	.30	
Press	Rep—We—W	8,000		
Staats Zeitung	Ind-Morn-D	58,000	.22½	
Sonntagsblatt	Ind—Su	75,000	.22½	
Staats Zeitung	Ind—Sa—W	34,000	.25	
Sun	Ind—Morn—D	130,000	.40	
Sun	Ind—Su—W	150,000	.40	
Sun	Ind—Eve—D	175,000	.30	
Times	Dem—Morn—D	85,000	.30	
Times	Dem—Su—W	80,000	.30	
Tribune	Rep—Morn—D	90,000	.30	
Tribune Rep—Tu and Fr—SW		12,000	.30	
Tribune	Rep—Su—W	95,000	.30	
Tribune	Rep—We—W	150,000	1.00	
Wall Street Journal	Fin'l-Morn & Eve ex Su-D	25,000	.20	
Wall Street News	Fin'l—Morn ex Su—D	9,800	.25	
World	Dem—Morn—D	360,000	.40	
World	Dem—Su—W	500,000	.45	
World	Dem—Eve—D	300,000	.40	
World	Dem—Mo We and Fr—TW	140,000	.60	
Zeitung	Ind—Morn ex Su—D	48,000	.15	
Herold	Ind—Eve—D	57,000	.15	
Revue	Ind—Su—W	70,000	.15	
Brooklyn (Borough of), c.h., 1,189,000—Kings Co.				
Citizen	Dem—Eve—D	8,000	.15	
Citizen	Dem—Su—W	10,000	.15	
Eagle	Dem—Eve—D	55,000	.15	
Eagle	Dem—Su—W	56,000	.15	
Freie Presse (German)	Rep—Eve—D	14,500	.15	
Long Islaender (German)	Rep—Su—W	8,400	.15	
Standard-Union	Rep—Eve—D	6,000	.15	
Times	Rep—Eve—D	37,000	.12	
Flushing (Borough of Queens). 9 000.				
Journal	Dem—Eve—D	1,600	.02	
Journal	Dem—Sa—W	2,200	.02	


PLATTSBURGH DAILY PRESS.
VOL. IV. NO. 1403.
PLATTSBURGH, N. Y., TUESDAY, FEB. 21, 1899.
Price 3 Cents.
The Weather.
LET DRUGS ALONE
SMITH'S
MIGRAINE
TABLETS
SMITH & LAROCQUE'S
City Pharmacy
CLOTHING.
H. A. WOOD.
COLORED COLLARS
ONE PRICE!
HONEST DEALING.
WOMEN AND DELIGHTED WITH
TRYONTA
LADIES' SHOE
$2.50
We Sell Them
W. L. Gorman, 12 Clinton St.
PARIS IS QUIET.
MILES AND THE BEEF.
ANOTHER SKIRMISH.
THE POISON CASE.
NOW YOU SEE IT
NOW YOU DON'T
CHAS. J. DALE
R. O. BARBER & SONS,
DRY GOODS
AND CARPETS
Watch this
Space for
Future
Announcement
HARDWARE
THE ONLY DAILY IN
North-eastern New York.
CIRCULATION
2500 Daily,
In three Counties.
The Plattsburgh Sentinel.
VOL. 45. NO. 1.
PLATTSBURGH, N. Y., FRIDAY, MAY 19, 1899.
WHOLE NO. 2291.
Plattsburgh and Vicinity.
FATAL ACCIDENT
CHAZY TRAGEDY
THE ROAD RACE.
LATE NEWS
Established in
1838
LEADING WEEKLY
For Four Counties.
CIRCULATION
4500.
W. LANSING & SON.
(CORPORATION)
Publishers,
PLATTSBURGH
N.Y.

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
FLUSHING.—Continued.				
Times	Rep—Eve—D	1,200	.02	
Long Island Times	Rep—Sa—W	1,000	.02	
Long Island City (Borough of Queens), 30,506				
Star	Dem—Eve—D	1,100	.02	
Star	Dem—Fr—W	2,700	.03	
Niagara Falls, 20 000—Niagara Co.				
Cataract	Dem—Eve—D	2,100	.05½	
Gazette	Rep—Eve—D	2,400	.05½	
Norwich, c.h., 6,000—Chenango Co.				
Sun	Ind—Morn ex Su—D	1,860	.02	
Telegraph	Rep-We & Sa-SW	2,700	.07¼	
Union	Dem—Th—W	2,400	.03	
Nyack, 5,000—Rockland Co.				
Journal	Rep—Eve—D	1,500	.02	
Journal	Rep—Sa—W	1,100	.02	
Star	Dem—Eve—D	1,400	.02	
City & Country	Dem—Sa—W	1,200	.02	
Ogdensburg, 14,000—St. Lawrence Co.				
Journal	Rep—Morn ex Su—D	1,000	.07	
Republican	Rep—We—W	4,000	.07	
News	Dem—Morn ex Mo—D	1,700	.05½	
News	Dem—Su—W	1,800	.10¾	
Courier	Dem—Th—W	1,000		
Olean, 15,000—Cattaraugus Co.				
Herald	Dem—Eve—D	1,400	.02	
Democrat	Dem-Tu & Fr-SW	1,800	.02	
Times	Rep—Morn ex Su—D	1,300	.02	
Times	Rep—Th—W	1,200	.02	
Oneonta, 9,000—Otsego Co.				
Star	Ind—Morn ex Su—D	2,400	.06½	
Times	Ind—Eve—D	1,200	.02	
Spy	Tu—W	1,000	.02	
Oswego, c.h., 21,842—Oswego Co.				
Palladium	Dem—Eve—D	3,200	.06¼	
Palladium	Dem—Fr—W	4,900	.06¼	
Times	Rep—Eve—D	2,800	.06¼	
Times	Rep—Tu and Fr—SW	5,000	.08⅓	
Peekskill, 9,676—Westchester Co.				
Democrat	Dem—Sa—W	2,300	.03	
Plattsburg, c.h., 10,000—Clinton Co.				
Press	Rep—Morn ex Su—D	2,500	.07¼	
Sentinel	Rep—Fr—W	4,500	.07¼	

The Rochester Herald

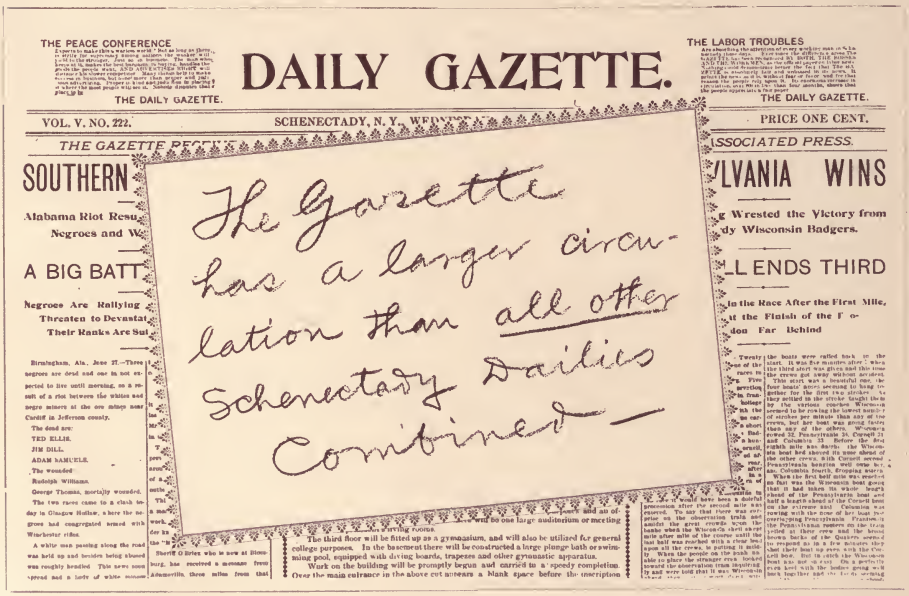
LARGEST CIRCULATION OF ANY DEMOCRATIC MORNING PAPER IN THE STATE OUTSIDE THE METROPOLIS

REACHES EVERY TOWN, VILLAGE AND HAMLET IN WESTERN NEW YORK :: ::

Has Largest Circulation by Mail (with one exception) of any Paper in Rochester.

ADVERTISERS GET RESULTS :: :: FROM THE HERALD COLUMNS

The Herald, Rochester, N. Y.



Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Port Jervis, 12,000—Orange Co.				
Gazette	Dem—Eve—D	2,300	.04¼	
Gazette	Dem-Tu and Fr-SW	4,500	.04¼	
Union	Rep—Eve—D	1.700	.04¼	
Union	Rep—Th—W	3.800	.11½	
Poughkeepsie, c.h., 24,000—Dutchess Co.				
Eagle	Rep—Morn ex Su—D	1,800	.03½	
Eagle	Rep—Tu and Fr—SW	2,800	.05½	
Enterprise	Ind—Eve—D	2,000	.03	
Enterprise	Ind—Th—W	1,000	.05	
Star	Rep—Eve—D	3,200	.04¼	
News Press	Dem-Morn-D	3,800	.05½	
News Telegram	Dem—Sa—W	8,000	.10¾	
Rochester, c.h., 160,000—Monroe Co.				
Democrat and Chronicle	Rep—Morn—D	28,000	.15	
Democrat and Chronicle	Rep—Su—W	20,000	.18	
Democrat and Chronicle	Rep—We—W	12.300	.15	
Times	Ind—Eve—D	6,000	.07¼	
Herald	Dem—Morn—D	14,000	.12	
Herald	Dem—Su—W	7,000	.12	
Herald	Dem—We—W	3,000	.05½	
Post-Express	Rep—Eve—D	12,000	.15	
Post-Express	Rep—We—W	7,500	.15	
Union and Advertiser	Dem—Eve—D	27,000	.15	
Union and Advertiser	Dem—We—W	5,400	.10	
Volksblatt (German)	Rep—Morn ex Su—D	2,400	.03½	
Sonntags Journal (German)	Rep—Su—W	3,100	.05½	
Volksblatt (German)	Rep—We—W	4,600	.05½	
Rome, 15,500—Oneida Co.				
Sentinel	Dem—Eve—D	3,100	.05½	
Sentinel	Dem—Tu & Fr—SW	5,100	.10¾	
Saratoga Springs, 13,500—Saratoga Co.				
Saratogian	Rep—Eve—D	2,200	.03	
Saratogian	Rep—Th—W	2,800	.03	
Schenectady, c.h , 25,000—Schenectady Co.				
Star	Dem—Eve—D	1,200	.03	
Reflector	Dem—Th—W	1,100	.02	
Gazette	Dem—Morn—D	4,641	.03½	
Gazette	Dem—Fr—W	600	.01	
Union	Rep—Eve—D	2,000	.03½	
Union	Rep—Tu and Fr—SW	2,700	.03½	

Good Housekeeping

Established 1885 **A Monthly Magazine devoted to Good Homemaking**

Its readers are an intelligent, well-to-do class of women, who manage the household and purchase the supplies.

Its contributors are writers of ability and national reputation on subjects most interesting and helpful to women.

The best value to advertisers who want to reach American homes. Circulation national. Send for full information.

E. C. LOCKE, Adv. Mgr.,
50 Times Bldg., New York.

Good Housekeeping, Springfield, Mass.

The Sunday Regulator

COHOES, N. Y.

Established 1879

The only Sunday paper in this live city. Everybody looks for it because it is full of life and spice.

ADVERTISERS USE IT
BECAUSE IT SELLS GOODS

M. ROSENTHALL, Prop.

The only paper in New York that
Dares to Permit Its Circulation
to be Investigated
by Every Advertiser
is

The Jewish Daily News

56 and 84 columns. **ONE CENT.**

It has a bona-fide **circulation of 33,000** and over, guaranteed by The Advertisers' Guarantee Co., of Chicago, Ill.

THE JEWISH DAILY NEWS, printed in English and Yiddish, is the **organ of the 500,000 Jews in and around New York.**

"The news of the day in Yiddish; Jewish topics and special features in English." The English Department devoted to young folks.

The Troy Observer

PUBLISHED EVERY SUNDAY MORNING

The Official Paper of the City of Troy and County of Rensselaer. The most spicy, spirited and widely circulated Sunday Newspaper in Northern and Northeastern New York.

Circulates in Round Lake, Bennington, Manchester, Wallingford, Melrose, Rutland, Danby, Arlington, North Bennington, South Shaftsbury, Montreal, Gansevoort, Stillwater, Fort Edward, St. Albans, Sandy Hill, Glens Falls, Whitehall, Ticonderoga, Smith's Basin, Crown Point, Fort Ann, Burlington, Comstock's, Port Henry, Plattsburg, Troy, West Troy, Cohoes, Lansingburg, Waterford, Green Island, Saratoga, Albany, Hoosick Falls, Castleton, Mechanicville, Valley Falls, Johnsonville, North Adams, Eagle Bridge, Buskirks, Walloomsac, North Hoosic, Pownal, North Pownal, Greenbush, Williamstown, Hoosick, Schaghticoke, Blackinton, Petersburg, Ballston, Bath. Advertising Rates very liberal and furnished on application to

TROY OBSERVER PUBLISHING CO., 285 River St., Troy, N. Y.

M. F. COLLINS, PRESIDENT.

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Syracuse, c.h., 130,000—Onondaga Co.				
Courier	Dem—Morn—D	6,000	.05½	
Courier	Dem-Tu and Fr-SW	5,000	.04	
Telegram	Dem—Eve—D	10,000	.01¾	
Telegram	Dem-Tu and Fr-SW	5,800	.01¾	
Herald	Ind—Eve—D	31,000	.12½	
Herald	Ind—Su—W	24,750	.12½	
Journal	Rep—Eve—D	8,400	.05½	
Journal	Rep-We and Sa-SW	3,800	.04½	
Post-Standard	Rep-Morn-D	17,000	.12	
Post-Standard	Rep—Su—W	6,000	.12	
Post-Standard	Rep—Th—W	10,300	.08	
Troy, c.h., 65,000—Rensselaer Co.				
Standard	Ind—Eve—D	7,000	.12	
Press (no cuts)	Dem—Eve—D	9,000	.15	
Press	Dem—We—W	7,000	.12	
Record	Rep—Morn ex Su—D	8,000	.06	
Record	Rep-We and Sa-SW	7,500	.06	
Times	Rep—Eve—D	19,000	.12½	
Times	Rep—Tu and Fr—SW	12,000	.15	
Northern Budget	Ind—Su—W	36,000	.15	
Utica, c.h., 58,000—Oneida Co.				
Herald	Rep—Morn ex Su—D	8,000	.06⅓	
Herald	Rep—Tu and Fr—SW	5,800	.08⅓	
Observer	Dem—Eve—D	8,800	.07¼	
Observer	Dem-We & Sa-SW	10,000	.07¼	
Press	Ind—Morn ex Su—D	10,250	.07¼	
Press	Ind—Tu and Fr—SW	6,800	.07¼	
Saturday Globe	Ind—Sa—W	137,000	1.00	
Watertown, c.h., 23,000—Jefferson Co.				
Standard	Rep—Eve—D	5,400	.03½	
Standard	We and Sa—SW	4,700	.05½	
Times	Rep—Eve—D	5,800	.05½	
Reformer and Times	Rep—We and Sa—SW	5,500	.03½	
Yonkers, 50,000—Westchester Co.				
Herald	Ind—Eve—D	4,700	.05	
Statesman	Dem—Eve—D	3,300	.07¼	

NEW JERSEY.

Atlantic City, 23,000—Atlantic Co.				
Review	Rep—Morn ex Su—D	2,200	.03½	
Review	Rep—Sa—W	900	.03½	
Press	Rep—Morn ex Su—D	2,500	.02¼	
Bridgeton, c.h., 13,000—Cumberland Co.				
News	Rep—Eve—D	4,000	.01¾	
News	Rep—Sa—W	1,400	.01¾	
Pioneer	Rep—Eve—D	2,260	.01¾	
Pioneer	Rep—Th—W	900	.01¾	

The Suburban Press Association

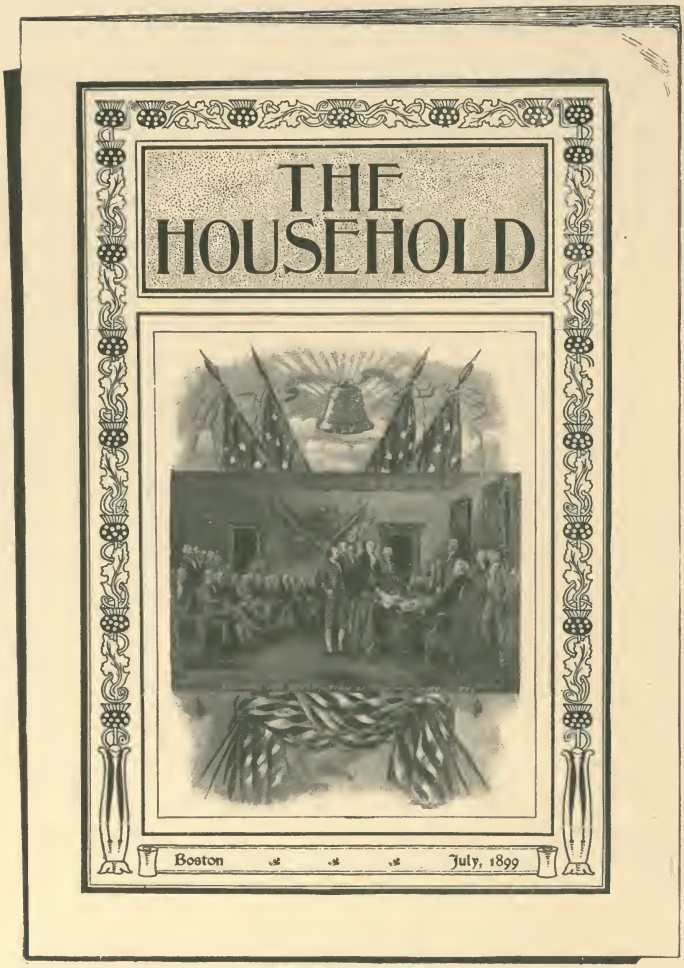
PUBLISH THE FOLLOWING NEW JERSEY PAPERS

Particulars on Application

SUBURBAN PRESS ASSOCIATION, Passaic, N. J.

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New Jersey.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Burlington, 7,844—Burlington Co.				
Enterprise	Rep—Eve—D	1,000	.04	
Enterprise	Rep—Sa—W	1,200	.03	
Camden, c.h., 69,000—Camden Co.				
Courier	Rep—Eve—D	9,800	.10	
Courier	Rep—Sa—W	1,000	.02	
Post	Rep—Eve—D	3,200	.10	
Review	Dem—Eve—D	3,700	.05	
Telegram	Rep—Eve—D	3,000	.05	
Elizabeth, c.h., 43,000—Union Co.				
Journal	Rep—Eve—D	4,400	.05½	
Leader	Ind—Eve—D	6,600	.05½	
Hackensack, c.h., 7,282—Bergen Co.				
Record	Ind—Eve—D	1,400	.02	
Hoboken, 54,000—Hudson Co.				
Observer	Dem—Eve—D	7,000	.03½	
Jersey City, c.h., 183,000—Hudson Co.				
Journal	Rep—Eve—D	14,800	.10	
News	Dem—Eve—D	8,500	.10	
Newark, c.h., 235,000—Essex Co.				
Advertiser	Rep—Eve—D	19,000	.10	
Sentinel	Rep—Fr—W	6,000	.07¼	
News	Ind—Eve—D	41,000	.10	
Freie Zeitung	Rep-Morn-D	5,600	.07¼	
Enzaehler	Rep—Su—W	9,000	.08	
Freie Zeitung	Rep—We—W	2,500	.10¾	
New Brunswick, c.h., 20,000—Middlesex Co.				
Fredonian	Rep—Eve—D	1,200	.02	
Fredonian	Rep—Fr—W	1,300	.02	
News	Ind—Eve—D	3,000	.07	
News	Ind—Th—W	1,200	.07	
Passaic, 23,000—Passaic Co.				
Advertiser	Loc—Sat—W	2,200	.02	
Herald	Rep—Eve—D	1,800	.02	
Herald	Rep—Th—W	1,100	.02	
News	Rep—Eve—D	4,000	.01¾	
Paterson, c.h., 112,000—Passaic Co.				
News	Ind—Eve—D	6,650	.07	
Guardian	Dem—Eve—D	6,000	.07	
Guardian	Dem—Fr—W	1,100	.07	
Call	Rep—Morn ex Su—D	6,500	.07	
Press	Rep—Eve—D	4,800	.07	
Perth Amboy, 15,000—Middlesex Co.				
Herald	Ind—Eve—D	1,900	.02	
Phillipsburg, 9,100—Warren Co.				
Post	Rep—Eve—D	1,400	.02	
News	Dem—Eve—D	1,000	.02	
Democrat	Dem—Th—W	1,250	.02	



QUALITY

THE HOUSEHOLD'S subscribers and readers are among the most prosperous and largest moneyed as well as the most intellectual, refined and conservative people in the United States.

AGE

THE HOUSEHOLD is the oldest of HOME papers, having been established in 1868.

ADVERTISING RATES

60 Cents per Agate Line

	Per ct	
150 lines used in 1 year,	10	Discounts
250 " " " "	15	
500 " " " "	20	
750 " " " "	25	
1000 " " " "	30	

Best Position, as 9-10 of Advertising is placed along side PURE Reading Matter.

Forms close **1st and 15th** of preceding month.

QUANTITY

Circulation for the last Six Months			
January	102,500	April	106,000
February	100,500	May	102,000
March	100,000	June	102,000
			613,000
			Average, 102,166

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—New Jersey.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Plainfield, 21,000—Union Co.				
Courier-News	Rep—Eve—D	2,700	.07	
Times	Rep—Th—W	1,400	.07	
Press	Ind—Eve—D	2,600	.03	
Constitutionalist	Dem-Th-W	1,000	.02	
TRENTON, c.h., 67,000—Mercer Co.				
Gazette	Rep—Morn ex Su—D	4,000	.07	
Gazette	Rep—Th—W	5,500	.10¾	
Times	Ind—Eve—D	3,700	.05	
True American	Dem-Morn-D	7,000	.03½	
PENNSYLVANIA.				
Allegheny, 125,000—Allegheny Co.				
Record	Eve—D	5,000	.10	
Allentown, c.h., 25,228—Lehigh Co.				
Chronicle and News	Rep—Eve—D	3,300	.05½	
Register	Rep—We—W	1,400	.07¼	
City Item	Dem—Eve—D	3,400	.05½	
Leader	Ind—Eve—D	4,200	.05½	
Call	Ind—Morn ex Su—D	2,800	.05½	
Altoona, 38,000—Blair Co.				
Gazette	Rep—Eve—D	5,100	.01¾	
Mirror	Ind—Eve—D	4,800	.03½	
Tribune	Rep-Morn ex Su-D	3,600	.03½	
Tribune	Ind—Th—W	2,000	.03½	
Times	Dem—Morn ex Su—D	2,500	.03	
Ashland, 8,100—Schuylkill Co.				
Telegram	Dem—Eve—D	1,600	.05½	
Advocate	Dem—Fr—W	1,000	.01	
Local	Rep—Eve—D	1,000	.02	
Local	Rep—Sa—W	2,100	.03	
Bloomsburg, c.h., 4,800—Columbia Co.				
Daily	Dem—Eve—D	1,000	.02	
Sentinel	Dem—Fr—W	2,400	.03	
Braddock, 9,100—Allegheny Co.				
Herald	Ind—Eve—D	1,500	.02	
News	Rep—Eve—D	1,000	.02	
Tribune	Ind—Sa—W	900	.02	
Bradford, 15,000—McKean Co.				
Era	Ind—Morn ex Su—D	2,450	.05½	
Era	Ind—Th—W	2,400	.05½	
Star	Rep—Eve—D	2,900	.03	
Record	Ind—Eve—D	2,000	.03	
Butler, c.h., 9,100—Butler Co.				
Times	Ind—Eve—D	800	.01	
Times	Dem—We—W	1,200	.02	

THE EVENING NEWS.
Vol III No 34. CARBONDALE, PA., SATURDAY, JUNE 24 1899. Price 1 Cent
WILL VISIT PACIFIC COAST.
RIO GRANDE IS RAGING
AGUINALDO TO LEAD THEM.
WOLCOTT BEATS CALEDON
CLEVELAND STRIKE ENDED
WHEAT TRAVELS WEST.
LOTS OF HAIL.
CARBONDALE IS NOTED FOR "THE NEWS" AS THE LEADING DAILY OF NORTH EASTERN PENNSYLVANIA.

York Pennsylvanian.
75 CTS. A YEAR.
YORK, PA., MAY 20, '99.
45th Year—No. 3493
WANAMAKER'S.
INCURABLE
FIEND.
THE LEADING WEEKLY OF SOUTHERN PENNSYLVANIA

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—Pennsylvania.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Carbondale, 15,000—Lackawanna Co.				
Leader	Ind—Eve—D	2,200	.04	
News	Ind—Eve—D	2,400	.05	
Carlisle, c.h., 10,100—Cumberland Co.				
Sentinel	Dem—Eve—D	2,400	.03½	
Sentinel	Dem—We—W	2,600	.08½	
Herald	Rep—Eve—D	1,800	.03½	
Herald	Rep—Th—W	2,000	.07	
Chambersburg, c.h., 9,800—Franklin Co.				
Repository	Rep—Eve—D	2,000	.03½	
Repository	Rep—We—W	2,700	.03½	
Valley Spirit	Dem—Eve—D	1,000	.05½	
Valley Spirit	Dem—We—W	3,100	.10¾	
Chester, 28,000—Delaware Co.				
Republican	Rep—Morn—D	1,600	.07¼	
News	Rep—Eve—D	3,000	.09	
Times	Rep—Eve—D	6,800	.10	
Columbia, 12,600—Lancaster Co.				
News	Ind—Eve—D	2,700	.03	
Courant	Rep—Fr—W	1,000	.02	
Spy	Rep—Eve—D	2,700	.03	
Spy	Rep—Fr—W	650	.01	
Corry, 6,500—Erie Co.				
Flyer	Ind—Eve—D	1,025	.02	
Herald	Ind—Th—W	1,900	.02	
Doylestown, c.h., 2,519—Bucks Co.				
Democrat	Dem—Eve—D	1,250	.07¼	
Democrat	Dem—Th—W	2,850	.03½	
Intelligencer	Rep—Eve—D	1,300	.01¾	
Bucks Co. Intelligencer	Rep—Th—W	2,600	.02½	
Republican	Rep—Eve—D	1,800	.04¼	
Bucks Co. Republican	Rep—Th—W	1,550	.04¼	
Dubois, 8,100—Clearfield Co.				
Courier	Rep-Morn ex Su-D	1,800	.02	
Courier	Rep—Th—W	1,200	.02	
Express	Ind—Eve—D	1,400	.02	
Express	Ind—Th—W	2,700	.03	
Easton, 16,000—Northampton Co.				
Argus	Dem—Eve—D	4,300	.03½	
Argus	Dem—Tu and Fr—SW	3,700	.04¼	
Express	Ind—Eve—D	2,800	.03	
Democrat	Dem—Fr—W	3,100	.03	
Free Press	Rep—Eve—D	2,800	.05½	
Free Press	Rep-Tu & Fr-SW	1,700	.05½	

500,000
women
readers
every month
at home.

If interested
ask your
agent or
write to

Home Talk
23 Park Row
New York

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—Pennsylvania.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Erie, c.h., 49,000—Erie Co.				
Herald	Dem—Eve—D	5,200	.07¼	
Messenger-Graphic	Ind—Su—W	6,100	.07¼	
Herald	Dem—Sa—W	4,700	.07¼	
News	Rep—Eve—D	5,200	.07¼	
Dispatch	Rep—Morn ex Su—D	3,100	.07¼	
Gazette	Rep—Th—W	2,800	.07¼	
Times	Ind—Eve—D	4,700		
Franklin, c.h., 6,231—Venango Co.				
News	Ind—Eve—D	1,270	.02	
Citizen-Press	Rep—Th—W	2,500	.03	
Greensburg, c.h., 4,800—Westmoreland Co.				
Press	Rep—Eve—D	3,100	.03	
Press	Rep—Tu and Fr—SW	3,500	.03	
Tribune	Rep—Eve—D	2,750	.02	
Tribune-Herald	Rep—We and Sa—SW	2,200	.02	
HARRISBURG, c.h., 48.000—Dauphin Co.				
Patriot	Dem—Morn ex Su—D	7,900	.10	
Patriot	Dem—Tu—W	5,000	.05	
Star-Independent	Ind-Eve-D	8,100	.07¼	
Star-Independent	Ind-Sa-W	2,400	.03	
Telegraph	Rep—Eve—D	4,850	.09¼	
Telegraph	Rep-Tu & Fr-SW	4,800	.04	
Hazleton, 16,000—Luzerne Co.				
Speaker	Dem-Morn ex Su-D	2,600	.05½	
Sentinel	Rep—Eve—D	4,100	.03½	
Sentinel	Rep—Th—W	1,200	.02	
Standard	Dem—Morn—D	1,900	.02	
Johnstown, 28,000—Cambria Co.				
Democrat	Dem—Morn—D	4,100	.03½	
Democrat	Dem—Fr—W	1,500	.03½	
Tribune	Rep—Eve—D	2,600	.03½	
Tribune	Rep—Fr—W	2,700	.03½	
Lancaster, c.h., 36,000—Lancaster Co.				
Examiner	Rep—Eve—D	5,200	.05½	
Examiner	Rep-We & Sa-SW	5,100	.05½	
Intelligencer	Dem—Eve—D	4,900	.05½	
Intelligencer	Dem—We and Sa—SW	4,500	.05½	
News	Rep—Morn ex Su—D	4,500	.05	
New Era	Rep—Eve—D	4,750	.05½	
New Era	Rep-We & Sa-SW	6,000	.05½	
Lebanon, c.h., 16,000—Lebanon Co.				
Report	Ind—Eve—D	3,100	.05½	
Report	Ind—We and Sa—SW	1,260	.02	
News	Rep—Eve—D	2,700	.01¾	
News	Rep—Mo and Th—SW	2,100	.01¾	

"The Newsy Paper Filled With Novel Pictures."

Here is a publication that gives the advertiser better results for his money than any other weekly in the United States. It has a tremendous circulation among a class who are ready and willing to spend their money. It is sold by every newsdealer in America. It has subscribers all over the world. ***WHY? BECAUSE:***

There isn't another paper in NewYork to compare with it! There isn't a publication in America that can compete with it!! There isn't another ten cents' worth on earth that gives the buyer as much for the money as THE STANDARD does!!! That's why.

THE STANDARD, 140 West 42d Street, NEW YORK

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—Pennsylvania.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Lockhaven, c.h., 7,600—Clinton Co.				
Democrat	Dem—Eve—D	1,050	.02	
Democrat	Dem-Th-W	1,900	.02	
Express	Rep—Eve—D	980	.02	
Republican	Rep-We-W	1,200	.02	
McKeesport, 31,000—Allegheny Co.				
Herald	Local—Morn—D	1,100	.03½	
News	Ind—Eve—D	5,200	.08	
Times	Rep—Eve—D	3,900	.08	
Mahanoy City, 13,500—Schuylkill Co.				
American	Rep—Eve—D	2,000	.05	
Record	Ind—Eve—D	2,100	.05	
Mauch Chunk, c h., 4,300—Carbon Co.				
News	Ind—Eve—D	1,700	.01¾	
Democrat	Dem—Sa—W	1,750	.02	
Times	Local—Eve—D	1,200	.02	
Gazette	Rep—Fr—W	1,350	.02	
Meadville, c.h., 11,800—Crawford Co.				
Star	Ind—Morn ex Su—D	1,450	.02¼	
Gazette	Rep—Fr—W	2,350	.03½	
Tribune-Republican	Rep—Morn—D	2,380	.01	
Republican	Rep—Eve—D	1,800	.01	
Republican	Rep—We—W	6,000	.02	
Middletown, 6,000—Dauphin Co.				
Journal	Ind—Eve—D	1,200	.02	
Journal	Rep—Sa—W	2,000	.02	
Mount Carmel, 12,500—Northumberland Co.				
Star	Ind—Eve—D	2,700	.03	
Ledger	Ind—Fr—W	1,800	.03	
News	Eve—D	1,600	.02	
Nanticoke, 10,044—Luzerne Co.				
News	Ind—Eve—D	2,200	.03	
News	Ind—Th—W	1,750	.02	
Newcastle, c.h., 21,000—Lawrence Co.				
Courant-Guardian	Rep—Eve—D	3,200	.07¼	
Courant-Guardian	Rep—We—W	5,000	.07¼	
News	Rep—Eve—D	2,900	.07¼	
News	Rep—We—W	4,500	.07¼	
Norristown, c.h., 24,000—Montgomery Co.				
Herald	Rep—Eve—D	5,500	.10	
Herald	Rep—Mo—W	3,500	.05	

THE METROPOLITAN

140 WEST 42D STREET. NEW YORK, U. S. A.

A PRETTY PICTURE is appreciated—all the world over. The magazine with the handsomest illustrations is the one that will be preserved the longest The longer a buyer keeps a magazine the greater chance has the advertiser to realize upon his investment.

The real value of THE METROPOLITAN is its distinctiveness from the ordinary magazine. It has a handsomely lithographed cover. Its reading matter is as interesting as it is timely. The magnificent color effect of its reproductions of famous paintings and portraits of beautiful women is an *exclusively* METROPOLITAN institution.

A circulation of 200,000 means half a million readers, at least. Constantly increasing sales of a fifteen cent magazine in the face of a vast ten cent opposition means that the public considers THE METROPOLITAN fifty per cent better than most magazines. This is worth another thought. Think it over.

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—Pennsylvania.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
NORRISTOWN—Continued.				
Register	Dem—Eve—D	3,250	.07¼	
Register and Democrat	Dem—Tu—W	1,700	.03	
Times	Rep—Eve—D	2,500	.05½	
Times	Rep—Sa—W	1,500	.02	
Oil City, 14,000—Venango Co.				
Blizzard	Ind—Eve—D	2,500	.03	
Blizzard	Ind—Th—W	3,000	.05	
Derrick	Rep—Morn—D	4,500	.07¼	
Derrick	Rep—Tu and Fr—SW	12,000	.14¼	
Philadelphia, c.h., 1,046,964—Philadelphia Co.				
Abend Post	Rep—Eve—D	5,800	.10	
Call	Ind—Eve—D	49,000	.25	
Demokrat	Dem—Morn—D	18,000	.12	
Neue Welt	Ind—Su—W	11,000	.12	
Vereinigte Staaten Zeitung (German)	Dem—We—W	7,800	.12	
Bulletin	Rep—Eve—D	116,000	.20	
Item	Ind—Eve—D	280,000	.30	
Item	Ind—Su—W	290,000	.30	
Star	Ind—Eve—D	13,500	.15	
Telegraph	Ind-Rep—Eve—D	24,000	.20	
Inquirer	Rep—Morn—D	150,000	.25	
Inquirer	Rep—Su—W	140,000	.25	
North American	Rep—Morn ex Su—D	45,000	.20	
Press	Rep—Morn—D	67,000	.20	
Press	Rep—Su—W	130,000	.20	
Press	Rep—We—W	21,000	.10	
Ledger	Ind-Morn ex Su-D	73,000	.30	
Record	Dem—Morn—D	105,000	.25	
Record	Dem—Su—W	147,000	.20	
Times	Ind—Morn—D	74,000	.20	
Times	Ind—Su—W	65,000	.20	
Times	Ind—Sa—W	25,000	.20	
Pittsburg, c.h., 300,000—Allegheny Co.				
Beobachter	Dem—Morn—D	6,500	.05½	
Beobachter	Dem—Su—W	8,100	.05½	
Beobachter	Dem—Th—W	6,000	.05½	
Chronicle Telegraph	Ind-Rep—Eve—D	55,000	.18	
Chronicle Telegraph	Ind-Rep—Th—W	26,000	.22½	
Commercial Gazette	Rep—Morn ex Su—D	42,000	.17	
Commercial Gazette	Rep—Sa—W	17,000	.08	

This issue contains—Queen Cophetua and the Beggar-Man—a $1000 Prize Story—by K. Murray Eliot; also a new story by Mrs. Herbert, and all the latest fashions for Summer of 1899, with all the usual Departments.

Vol. VI.—No. 5. MAY, 1899. 5c. a copy. 50c. a year.

THE AMERICAN QUEEN

THE AMERICAN QUEEN is issued on the first of every month. Publication Office, 78-80 Walker Street, New York City.
Entered at the Post Office in New York as Second-Class Mail Matter

THE AMERICAN QUEEN

offers more and better service for the money than any domestic publication issued in this country.

Flat Rate $1.50 an Agate line.

OFFICE OF PUBLICATION: NEW YORK

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—Pennsylvania.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
PITTSBURG—Continued.				
Dispatch	Ind—Morn—D	44,800	.18	
Dispatch	Ind—Su—W	77,500	.20	
Dispatch	Ind—Th—W	12,000	.12	
Freiheits Freund (German)	Rep—Morn ex Su—D	12,000	.10¾	
Freiheits Freund (German)	Rep—Fr—W	4,750	.10¾	
Leader	Ind—Eve—D	27,150	.15	
Leader	Ind—Su—W	36,000	.15	
News	Ind—Eve—D	25,000	.15	
Post	Dem—Morn—D	53,000	.16	
Post	Dem—Su—W	46,000	.16	
Post	Dem—Th—W	17,000	.10	
Press	Rep—Eve—D	50,000	.18	
Press	Rep—Su—W	31,000	.18	
Times	Rep—Morn ex Su—D	57,000	.17	
Volksblatt	Ind—Morn—D	11,000	.16⅔	
Volksblatt	Ind—Su—W	9,000	.16⅔	
Volksblatt	Ind—Th—W	4,500	.07	
Pittston, 12,000—Luzerne Co.				
Gazette	Rep—Eve—D	2,500	.05	
Gazette	Rep—Fr—W	1,000	.02	
Pottstown, 13,285—Montgomery Co.				
Ledger	Ind—Eve—D	1,400	.03	
Ledger	Ind—Tu—W	1,100	.03	
News	Ind—Morn ex Su—D	2,700	.08	
Advocate	Ind—Sa—W	1,300	.05	
Pottsville, c.h., 14,117—Schuylkill Co.				
Chronicle	Dem—Eve—D	5,900	.05	
Standard	Dem—Fr—W	2,000	.05	
Miners' Journal	Rep—Morn ex Su—D	3,800	.05	
Miners' Journal	Rep—Fr—W	1,800	.02	
Republican	Rep—Eve—D	8,100	.10	
Republican	Rep—Sa—W	1,200	.02½	
Reading, c.h., 58,661—Berks Co.				
Eagle (no cuts)	Ind—Eve—D	13,000	.06	
Eagle (no cuts)	Ind—Su—W	7,700	.06	
Eagle	Ind—Sa—W	3,300	.08	
Telegram	Ind—Eve—D	5,000	.06	
Herald	Ind—Morn ex Su—D	4,400	.05¼	
Review	Ind—Eve—D	4,700	.05¼	
Times	Rep—Morn ex Su—D	4,800	.08	
Journal	Rep—Sa—W	3,400	.10	
Adler	Dem—Tu—W	5,000	.06	
News	Dem—Sa—W	3,500	.05	

60,000 Monthly Circulation

THE LEADER IN ITS CLASS. ONLY HIGH-GRADE ADVERTISING ACCEPTED

Advertising Rates 50 cents per Agate Line

Discount on three months contract, 5%: Six months, 10%; Twelve months, 15%. One Column (14 2-7 inches or 200 Lines). (800 Agate Lines to Page.)

Forms close on the 10th of each month for issue two months in advance.

We hope to be favored with your business.

LE COSTUME ROYAL
Advertising Department

150 NASSAU ST. (Room 934), NEW YORK
Wm. C. Hill, Advertising Manager

Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—Pennsylvania.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Scranton, c.h., 94,000—Lackawanna Co.				
Republican	Rep—Morn—D	11,000	.07¼	
Republican	Rep—Su—W	6,000	.07¼	
Republican	Rep—We—W	3,000	.07¼	
Times	Dem—Eve—D	12,400	.07¼	
Tribune	Rep—Morn—D	10,400	.05	
Truth	Ind—Eve—D	15,000	.07	
Shamokin, 18,000—Northumberland Co.				
Dispatch	Ind—Eve—D	2,500	.03	
Times	Ind—Fr—W	1,000	.02	
Herald	Ind—Eve—D	2,800	.03	
Herald	Ind—Fr—W	900	.02	
News	Rep—Eve—D	2,200	.03	
News	Rep—Fr—W	800	.02	
Sharon, 7,459—Mercer Co.				
Telegraph	Rep—Eve—D	1,060	.05½	
Telegraph	Rep—Th—W	1,750	.07¼	
Shenandoah, 16,000—Schuylkill Co.				
Herald	Rep—Eve—D	2,100	.04¼	
Herald	Rep—Sa—W	1,300	.04¼	
News	Eve—D	1,800	.02	
News	Su—W	2,500	.03	
South Bethlehem, 10,302—Northampton Co.				
Star	Dem—Eve—D	1,800	.03½	
Sunbury, c.h., 5,930—Northumberland Co.				
Daily	Ind—Eve—D	1,800	.02	
Item	Rep—Eve—D	1,350	.02	
Titusville, 10,000—Crawford Co.				
Herald	Rep—Morn ex Su—D	1,500	.02	
Herald	Rep—Fr—W	1,950	.02	
Towanda, c.h., 5,000—Bradford Co.				
Review	Ind—Morn ex Su—D	1,100	.03½	
Republican	Rep—Th—W	3,000	.06½	
Warren, c.h., 7,500—Warren Co.				
Democrat	Dem—Eve—D	1,500	.02	
Democrat	Dem—Th—W	1,600	.02	
Mirror	Rep—Eve—D	1,700	.02	
Mirror	Rep—Sa—W	2,500	.03	
Washington, c.h., 7,063—Washington Co.				
Observer	Rep—Morn—D	1,600	.03	
Observer	Rep-Mo & Th-SW	1,600	.05	
Reporter	Rep—Eve—D	3,200	.08	
Reporter	Rep—Mo We and Fr—TW	1,350	.10	

A Bright, Breezy Woman's Magazine Published by Women

90,000 Circulation

It pleases and pays the advertisers who use it

ANNIE L. Y. ORFF,
Publisher
CHAPERONE BUILDING, ST. LOUIS, MO.

Do you know there are over

400,000 Germans in Chicago

who are a thrifty, well-to-do class of people, and have money to spend for worthy articles? If you want to catch their trade advertise in the columns of their favorite papers —

Freie Presse

Published Daily and Weekly, and the Great German Sunday Paper —

Daheim

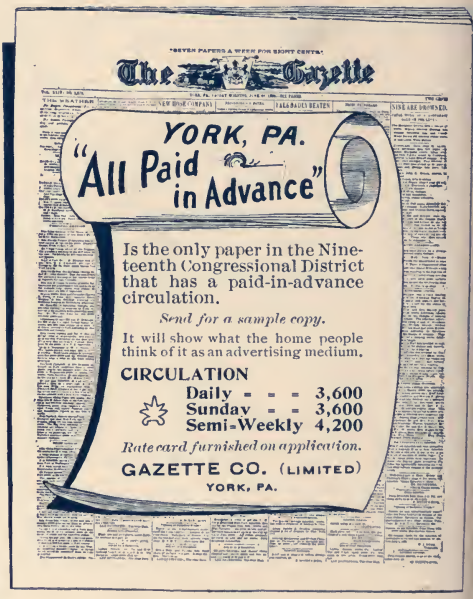
Send for sample copies, rates, etc.

ABEND PRESSE (Evening Edition)

The Ottumwa (Iowa) Courier

Is a strictly up-to-date Associated Press newspaper, circulating in ten of the most prosperous and populous counties in Southern Iowa. No paper on earth competes successfully with it in securing and publishing the news of this territory. Hence a daily circulation guaranteed to be over three times as large as that of any other daily paper in the same field. Sworn average circulation: Daily, exceeding **3,200**; Weekly, exceeding **4,000**. THE COURIER is printed from stereotyped forms on a web perfecting press.

A. W. LEE, Publisher, Ottumwa, Iowa.



Leading Dailies and Weeklies—*Continued.*

MIDDLE STATES—Pennsylvania.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
West Chester, c.h., 10,000—Chester Co.				
Local News	Ind—Eve—D	14,100	.10	
Jeffersonian	Dem—Sa—W	3,900	.10	
Republican (no cuts)	Rep—Morn ex Su—D	5,950	.10	
Wilkesbarre, c.h., 49.000—Luzerne Co.				
Leader	Dem—Eve—D	6,600	.07¼	
Leader	Ind—Su—W	10,000	.05½	
Union Leader	Dem—Fr—W	2,900	.03	
Record	Rep—Morn ex Su—D	11,400	.07¼	
Record	Rep—Tu and Fr—SW	3,100	.03	
Times	Rep—Eve—D	9,100	.10¾	
Times	Rep—Fr—W	2,500	.03	
Williamsport, c.h., 34,000—Lycoming Co.				
News	Eve—D	3,700	.07	
Gazette and Bulletin	Rep—Morn—D	7,100	.07¼	
Gazette and Bulletin	Rep—Tu and Fr—SW	3,900	.10¾	
Sun	Dem—Eve—D	7,500	.02	
Sun	Dem—Mo We and Fr—TW	4,100	.02	
Times	Ind—Eve—D	4,800	.07¼	
Times	Ind—Th—W	4,700	.14¼	
York, c.h., 39,000—York Co.				
Daily	Ind—Morn ex Su—D	3,600	.02½	
Weekly	Ind—Fr—W	6,200	.05	
Dispatch	Rep—Eve—D	4,500	.03½	
Dispatch	Rep—Fr—W	2,800	.03½	
Gazette	Dem—Morn—D	3,600	.03½	
Gazette	Dem—Su—W	3,600	.03½	
Gazette	Dem—We & Sa—SW	4,200	.03½	
Pennsylvanian	Rep—Fr—W	5,000		
Press	Dem—Eve—D	2,400	.03	
Democratic Press	Dem-Fr-W	2,200	.03	

DELAWARE.

DOVER, c.h., 3,000—Kent Co.				
Delawarean	Dem—W	2,200	.03	
Index	Dem—Th—W	1,475	.03½	
State Sentinel	Rep—Sa—W	1,600	.02	
Wilmington, c.h., 62,000—Newcastle Co.				
Journal	Dem—Eve—D	5,500	.05	
Every Evening	Dem-Eve-D	8,100	.07	
Gazette and Journal	Dem—Th—W	1,900	.05¼	
News	Rep—Morn ex Su—D	7,500	.07	
News	Rep—Fr—W	3,000	.05	
Republican	Rep—Eve—D	6,500	.07	
Republican	Rep—Th—W	900	.02	

The Sunday Herald.

Washington's Favorite Family Paper.

$2.00 PER ANNUM. 5 CENTS COPY. WASHINGTON, D. C., SUNDAY, JUNE 11, 1899. VOL. 34. NO. 21.

THE FAVORITE FAMILY PAPER OF WASHINGTON D.C.

"THE Sunday Herald has grown up with the National Capital, and is therefore appreciated by the oldest inhabitant as well as esteemed by the younger generation."

A TRIAL ADVERTISEMENT will convince anyone of its value as an advertising medium.

THE CHILDREN'S HOUR.

(CHARLES STELLE.)

Between the dark and the daylight,
When the night is beginning to lower,
Comes a time to the tired little children,
That is known as the children's hour.

At twenty-one comes memories,
At six to the nursery comes
The voices of children we listen
The noise of our tyrants hole.

First, Billy calls for a rocker,
Then Lucy a "rocky" demands;
And nothing will satisfy Charley
But his blocks direct from my hands.

I put one at last with a quiver,
I open not stumble and grope,
And a less their demands are complied with
For forty winks more I hope.

THE CASE OF

Mr. Mason seemed to all of us who knew him at Smithville a perfectly inoffensive man. He also seemed a good business man to those who had opportunities of judging. Certainly he was methodical, and that quality is generally supposed to go far toward making a good business man.

He had come to Smithville from—somewhere. The fact that he talked little or not at all about his previous history may have somewhat prejudiced him in the estimation of our citizens, for Smithville people, there is no denying, are inquisitive—like to know all about everybody.

In a business way, however, he was of all that could be desired. He had a good, round sum in his credit in the First National bank. He bought extensive manufacturing establishments in several of the leading centers of high-standing corporations with in two different cities. In a purely business sense Everett E. Mason was unimpeachable. It was sociably, and not only sociably, that his gregariosity was a little reserved by his usual affording to say other places where he may have resided before he came to hang out in the thriving and growing town of Smithville the sign, "Everett E. Mason, Real Estate."

As to pure may remark, this was a very notable exception to the rule of that silence in politics. Mr. Mason, it seemed, could smile on the just and unjust, the high and the low alike, for though nobody ever saw him hilarious, a just it seemed that he had benefits to himself as suffragists, rose to talk, only with of indifferent, and impersonal matters when he was not talking business.

Nevertheless, his fate came to him at last, for all his not talking.

It was a deal in Smithville real estate that brought him into friendly relations with Deacon Sturgis, the father of Lydia Sturgis.

"Well, now," said the deacon, coming house in a good hour—our afternoon, "about this Mason. What's the matter with Mason? That's what I want to know."

"He's all right!" young Bobby paired, thinking of last election.

"Keep still, Bobby," said Mrs. Sturgis. "What do you mean, pa? Who said anything against this Mr. Mason? I'm sure he is as near to church regularly, and you ought to know if he pays anything in the plate. What about him?"

Well, just think about him—he strikes me as a good, square, up-and-down business man, and I think this gentleman ought to be glad to have him.

True, to be sure, some women—church members, too—tried to make us believe that Mrs. Sturgis was trying to get a substantial, calmish sort-to-her which she became hospitable to to this Mr. Mason. But, then, there is no end to the small malice of some to women who are church members.

Byron hastily he said that Mr. Mason showed any great enthusiasm in his way of accepting the Sturgis invitation. He came with what you may call polite alacrity—just pleased to show his consideration for the Sturgis family. When he came he smiled on everybody and as the supper, which the was a good supper, Lydia did not take any marked dislike to him. He made himself agreeable to Mrs. Sturgis. He talked cheerily with the deacon about the outlook for Smithville real estate. As for me—I happened to be one of the party—it struck me that poor Mason was not nearly so delighted with the entertainment as his act smile would have indicated, and I know that he was quite a sly look at the clock when it was not for—quite half an hour to the right going-home time.

But before Mr. Mason could properly bring his visit to a close something happened.

It all came of Bobby's inordinate fondness for dried prunes. Bobby would run back for the second time after leaving the supper table for the dining room to get more prunes. He sat on the floor to a corner, between the grand piano and the feeder, and worked his jaws and kicked prune stones into the grate, unobserved by his parents, said suddenly he paused, looked alarmed and gave a hideous, strangled cough.

"He's choked," Mrs. Sturgs cried aloud. "It's those prunes, I know it!"

Lydia got up from the piano seat, caught her younger brother by the arm, jerked him to his feet and began thumping his back.

"Well, in spite of your scorn, it seems you have remembered it," she retorted. "No, we have not forgotten. We had been courting Mrs. Brown."—Tie Argument.

Brain Tired.

It is not the man with the bulky mind that gets brain tired, but the flashy little chap whose whole matter is cribbed, confined and confined in a notebook.—New York Press.

Statistics of accidents show that as American can travel by rail 72,000,000 miles before, in the law of averages, it is his turn to be killed.

FRUITS WITHOUT SEED.

THE TASK OF BREEDING THESE PRODUCTS BECOMING EASIER.

Burbank Applies the Parthenogenic to His Plums—Plums Sometimes Develop Without Pollination—Seedless Fruits from Hybrid Nectarines Reimplanted the Seedless and Free.

Luther Burbank, the Pomologist in His Garden—Plums Sometimes Develop Without Pollination—Seedless Fruits from Hybrid Nectarines Reimplanted the Seedless and Free.

Pomologists have been engaged steadily in trying to eliminate from our common fruits the seeds and pits that detract from their usefulness, and from the vines and trees, the thorns

As this mission settled as blood-shed I undertook it. Before I left it a fair grocery Lydia had warned me that a word of this important matter; breathed to anyone before was should give me permission, would be visited with the displeasure of the Feloe-gerichi; violence and fall lifeless in the exercises of my orders would equally as the good grace.

The young woman dressed in black duly appeared with her valise on the platform of the day coach as the limited drew into the depot that night. She was emaciated, as Lydia had de-

"blooming," because the blossoms have no petals and sometimes lack stamens. Their appearances and quality are not such evils recommend them to the general consumer. The core is small and insignificant, but the shape is peculiar and the flavor poor.

But seedless apples and pears of good quality may yet be propagated, and gardeners are working toward this end. Recent new varieties show great improvements over those first produced, and in the course of time careful culture and selection may bring about the desired results. How much

HOTEL BERKELEY.

Washingtonians visiting Atlantic City will find the Berkeley one of the most comfortable and well managed hotels at that popular resort. Beloved as it is on the beach, with the main corridor and one parlor fronting on the board walk and the ocean, it grows in favor otherwise, surpassed by no other hotel at Atlantic City. The Berkeley accommodates 400 guests; its appointments are all first class and up to date, including a fine orchestra. The table is provided abundantly with everything that's good. It is a concessary to say anything more in regard to the management of this hotel, as the proprietors, Messrs Jar. and Geo. Bell, are too well known to need any comment on their ability as hotel managers.

NOTICE.

Special attention is called to the advertisement of S. M. Brown, Southwest corner 7th and N Streets, N. W. His goods are first-class, and prices away down. Our subscribers needing anything in his line would do well to give him a call.

CYCLING NOTES.

The Massachusetts Legislature recently decided by a vote of 29 to 17 that bicycles are baggage.

The Garrick Touring Club now has 67,000 members, an increase of 7000 over last year.

Hard inflation heartens the life six tire and increases the efficiency of the wheel to an good riding surface.

Certain authorities on the A wear say that leather in knickerbockers shows a tendency to rot towards the close of the riding garments which were in vogue a few years ago.

The tyre are taking to riding bicycles in great shape. They believe that scribing the Americans do for cricketing. Among the most ardent of the Japanese cyclists is the Prime Minister.

Some of the alleged authorities are saying that the bicycle craze will soon be on the wane of the year. Those persons to be as much promoting of such news this year as ever, notwithstanding.

The California Supreme Court has decided that a bicycle rider has not the right side of the road and he is not driven by a driver who is on the wrong side the driver must be held responsible.

The fact that electric automobiles are not out of the experimental stage is regarded as of special significance by projectors of the new cycle company, which has just been formed with a capital of $1,000,000 to insure the enforcement of many long contest.

The Local Consolidation plan of the League of American Wheelmen is gradually spreading throughout the country. Already the leagues of 14 cities are engaged in the organization of this scheme. Nearly all of the States have adopted the plan and are now progressing with the organization.

The new improvements of the bicycle are less items one of the most interesting changes in the wheel for the coming season. There are some during year has been adopted to greatest one is a manner thorough[illegible] of the best products of American ingenuity supported by the business energy and skill of great corporations.

The best of the movement all and can be made on wide and many improvements over previous models. With a very moderate amount of attention from the rider, dragging by gearing is avoided, and the best are lamps have been so simplified that they give practically no trouble.

THE NATIONAL GAME.

Kocher, of Brooklyn, has made twenty hits in ten games.

Quinn has been appointed manager of the Cleveland Club.

Dexter, at the Louisville, leads the League in assists batting.

The Clothesmith have had the toughest kind of luck in the umpiring of Hurlbut and Moffett.

Dan Brouthers is the Chicago Club's playing has produced a subsequent drop of the attendance figures.

Clarke of the bat one batsman among the first nineteen. New York gets on closer than the twenty-ninth.

The Pittsburg's pitching staff this season consists of Killen, Tannehill, Chesbro, Sudhoff, Leever, Hawley and Poole.

New York hold her own in good shape in the West, and prospects are encouraging to break back the Giants weeks's be and.

In the batting of the first nine games Cin. St. Louis and Cleveland Clubs is being greatly strengthened and every one engages opposition.

Cunningham, of Louisville, seems to be stuck for all comers this season. This pitcher must have tact and constant support.

The Philadelphia and Chicago Clubs are now the only ones which have their players but being somewhat from games by the inclement weather. The Cincinnati and Louisville, but have played all.

Captain Kelley believes that he has the greatest pitcher in Jennings, at last year's Washington team, who is pitching for the Baltimore Club. Jennings is a left-hander who will become a member of the Baltimore team late April.

Pittsburg, of Louisville, are the first League pitcher (not the second pitcher to be used in a game) to be batted out of the box. Cleveland pitcher, Young, with not a hit or run. The feat was performed against the New Yorks, who only got two runs in first game in the entire game—one on a home run and the other on an error.

A peculiar circumstance was noted in a game between Boston and Cleveland, in which a single, double and triple were made by one side in a single inning without a home run being scored. The batting in the single attempts to steal second and was caught napping. The batter who made the double attempted to steal third, but was caught napping, and the man who made the three-bagger was left on third base.

Pickles and Sea Shut Steak.

News was received at Asaria, Torres, of the killing of Scott Foster and his son Gilmore, wealthy storkman near Elcanpo, by T. D. Fisher, another stockman. Foster and his son quarreled with Fisher over the boundary line of their ranches. Foster sent and fought it out with rifles.

Lesson in Nature.

An old friend sends a clipping relating to Mr. Alexander Sutherland's article in the Nineteenth Century on the question of war being on the decline. The conclusion is that the loss of life in Europe by war during the present century does not exceed one per annum out of every 10,000 of the population, whereas one in 100 would be a low estimate of similar deaths in the Europe of 1000 years ago.—New York Press.

Leading Dailies and Weeklies—*Continued.*

Middle States.

MARYLAND.

		Esti-mated Circ.	Pubs. one t. rate.	Memorandum.
ANNAPOLIS, c.h., 9,500—Anne Arundel Co.				
Capital	Dem—Eve—D	1,350	.02	
Baltimore, 675,000—Baltimore City Co.				
American	Ind—Morn—D	44,000	.12½	
American	Ind—Su—W	59,000	.20	
American	Rep-Tu & Fr-SW	19,000	.20	
Journal	Ind—Morn ex Su—D	6,400	.10¾	
Sonntags Post	Ind—Su—W	10,500	.10¾	
Herald	Ind—Morn—D	33,600	.12½	
Herald	Ind—Su—W	48,000	.15	
Herald	Ind—Fr—W	17,000	.10	
News	Ind—Eve—D	35,000	.10	
Sun	Ind—Morn ex Su—D	65,800	.20	
Sun (no cuts)	Ind—Sa—W	32,000	.20	
World	Ind—Eve—D	26,000	.10	
Cumberland, c.h., 15,000—Allegany Co.				
Times	Dem—Eve—D	3,000	.07½	
Alleganian	Dem—Th—W	1,800	.03	
News	Rep—Morn ex Su—D	1,180	.02	
Frederick, c.h., 10,000—Frederick Co.				
News	Ind—Eve—D	1,700	.03	
News	Ind—Th—W	2,400	.05	
Examiner	Rep—We—W	2,700	.05	
Hagerstown, c.h., 13,000—Washington Co.				
Globe	Ind—Eve—D	2,000	.02½	
Globe	Ind—Th—W	2,600	.02½	
Mail (no cuts)	Dem—Eve—D	1,750	.02	
Mail (no cuts)	Dem—Fr—W	1,500	.02	
Herald	Rep-Morn ex Su-D	1,300	.05	
Herald and Torchlight	Rep—Th—W	1,750	.05	

DISTRICT OF COLUMBIA.

WASHINGTON, c.h., (capital U. S.)—230,392.				
Star	Ind—Eve ex Su—D	33,000	.15	
Post	Ind—Morn ex Su—D	35,000	.15	
Post	Su	50,000	.20	
Post	Ind—Tu—W	18,000	.20	
Times	Dem-Morn & Eve-D	45,000	.15	
Times	Su	22,000	.10	
Herald	Ind—Su—W	3,000	.04	

Self Culture Magazine

Published Monthly by The Werner Company, Akron, Ohio

NEW YORK OFFICE: 111 FIFTH AVENUE

Specimens of Type

SELF CULTURE, Should be on your List.
(12-point MacFarland)

SELF CULTURE, Can be Tried Economically.
(10-point MacFarland)

Self Culture, Is a Standard in the Advertising World.
(12-point Bradley)

Self-Culture, Has a Great Paid Circulation, Direct to Subscribers.
(10-point Bradley)

SELF CULTURE, Has a Field Peculiarly its Own.
(10-point Cushing)

SELF CULTURE, Has Long Passed the Experimental Stage.
(8-point Cushing)

SELF CULTURE, Is an Acknowledged Medium for Returns.
(12 and 10-point Jenson Italic)

SELF CULTURE, Is a High-Class Literary Magazine.
(8-point Jenson Italic)

SELF CULTURE, Is from Many Standpoints the Greatest Magazine.
(12-point DeVinne Extra Condensed.)

SELF CULTURE, Has a Progressive Buying Circulation. First issue April, 1895.
(8-point DeVinne Condensed.)

SELF CULTURE, Is for Sale by Newsdealers Everywhere.
(12-point Caslon)

SELF CULTURE, Is Ten Cents per Copy, One Dollar a Year.
(10-point Caslon)

Self Culture, for Circulation, See Page 197.
(12-point Satanick.)

Self Culture, Rates Quoted Direct or by all Advertising Agencies.
(8-point Satanick)

The above are a few of the most popular styles of type used for setting advertisements. By a combination of these with plain Roman, an effective display may be had. All sizes, ranging from 8-point to 48-point and upwards, are usually carried in stock by up-to-date printers.

Self Culture Advertising Rate.—$80.00 a page each insertion; smaller spaces pro rata. No discount for time or space. Size of page, 5 x 8 in., 16 ins. to a page. Forms close 5th of month in advance. Sample Copies supplied on application.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES.

OHIO.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Akron, c.h., 35,000—Summit Co.				
Beacon-Journal	Rep-Eve-D	6,800	.03½	
Beacon Rep—Tu and Th—SW		3,900	.05	
Democrat	Dem—Eve—D	4,200	.05½	
Times-Democrat	Dem—We—W	3,100	.05½	
Alliance, 8,000—Stark Co.				
Leader	Dem—Eve—D	1,000	.04¼	
Leader Dem—Tu and Fr—SW		3,600	.04½	
Review	Rep—Eve—D	1,900	.03½	
Standard Review	Rep—Tu and Fr—SW	3,400	.07¼	
Ashtabula, 8,900—Ashtabula Co.				
Beacon	Rep—Eve—D	1,450	.02	
Telegraph	Rep—We—W	1,700	.02	
Bellaire, 10,000—Belmont Co.				
Tribune	Rep—Eve—D	1,000	.02	
Tribune Rep—We & Sa—SW		900	.01	
Bellefontaine, c.h., 6,000—Logan Co.				
Examiner	Ind—Eve—D	1,300	.02	
Examiner	Dem—Fr—W	1,500	.02	
Index	Rep—Eve—D	1,000	.02	
Index	Rep—Th—W	3,000	.03	
Bucyrus, c.h., 6,000—Crawford Co.				
Telegraph	Rep—Eve—D	1,200	.03½	
Forum	Dem—Eve—D	800	.01	
Forum	Dem—Fr—W	1,800	.02	
Cambridge, c.h., 7,000—Guernsey Co.				
Jeffersonian	Ind—Eve—D	1,050	.02	
Jeffersonian	Ind—Th—W	1,800	.02	
Canton, c.h., 35.000—Stark Co.				
Journal	Ind—Morn—D	1,500	.02	
News-Democrat	Dem—Eve—D	3,200	.03	
Democrat	Dem—Th—W	4,350	.05	
Repository	Rep—Eve—D	5,900	.09¼	
Repository	Rep—Su—W	7,900	.09¼	
Repository	Rep—Th—W	4,250	.12	
Chillicothe, c.h., 13,000—Ross Co.				
Advertiser	Dem—Eve—D	1,200	.02	
Advertiser	Dem—Fr—W	2,600	.03	
Gazette	Rep—Eve—D	1,550	.01¾	
Leader-Gazette	Rep—Sa—W	5,400	.05½	

Cincinnatier Freie Presse.
Tägliche Abend-Presse.
Sonntagsblatt
der „Cincinnatier Freie Presse."
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THE MOST PROMINENT AND MOST INFLUENTIAL GERMAN PAPER In the WEST
CIRCULATION DAILY Freie Presse (EVERY MORNING) 11,750
SUNDAY Freie Presse 26,910
CIRCULATION DAILY Abend-Presse (EVERY EVENING) 27,400
WEEKLY Freie Presse (EVERY WEDNESDAY) 9,200

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Ohio.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Cincinnati, c.h., 350,000—Hamilton Co.				
Abend Presse	Rep—Eve—D	27,400	.12½	
Freie Presse	Rep—Morn—D	11,750	.12½	
Sonntagsblatt	Rep—Su—W	26,900	.12½	
Freie Presse	Rep—We—W	9,200	.12½	
Anzeiger	Ind—Eve—D	7,000	.06	
Anzeiger	Ind—Su—W	6,800	.06	
Anzeiger	Ind—Tu—W	4,100	.05	
Commercial Tribune	Rep—Morn—D	46,000	.15	
Commercial Tribune	Rep—Su—W	52,000	.15	
Commercial Gazette	Rep—Tu—W	38,000	.15	
Enquirer	Dem—Morn—D	82,000	.20	
Enquirer	Dem—Su—W	180,000	.25	
Enquirer	Dem—Th—W	200,000	.75	
Post	Ind—Eve—D	175,000	.25	
Times-Star	Rep—Eve—D	150,000	.15	
Times	Rep—Th—W	54,000	.50	
Volksblatt	Rep—Morn—D	13,000	.10½	
Westliche Blaetter	Rep-Su—	23,000	.10½	
Volksblatt	Rep—Tu—W	13,000	.10½	
Volksfreund	Dem—Morn—D	9,400	.09½	
Sonntag Morgen	Dem-Su-W	9,600	.09½	
Volksfreund	Dem—We—W	12,000	.12½	
Circleville, c.h., 8,000—Pickaway Co.				
Herald	Dem—Eve—D	1,200	.02	
Herald	Dem—Tu—W	900	.01	
Union Herald	Rep—Eve—D	850	.01	
Union Herald	Rep—Th—W	2,200	.03	
Cleveland, c.h., 320,000—Cuyahoga Co.				
Leader	Rep—Morn—D	40,000	.20	
News-Herald	Rep—Eve—D	30,000	.20	
Leader	Rep—Su—W	48,000	.20	
Leader	Rep—Tu Th and Sa—TW	2,400		
Leader	Rep—Sa—W	23,000	.20	
Plain Dealer	Dem—Morn and Eve—D	30,000	.16	
Plain Dealer	Rep—Su—W	27,000	.10	
Plain Dealer	Dem—Fr—W	25,000	.16	
Press	Ind—Eve—D	106,000	.20	
Recorder	Dem—Morn and Eve—D	32,000	,20	
Waechter und Anzeiger (German)	Dem—Eve—D	24,000	.12½	
Waechter und Anzeiger (German)	Dem—Su—W	19,000	.12½	
Waechter und Anzeiger (German)	Dem—We—W	7,000	.12½	
World	Rep—Eve—D	25,000	.12	
World	Rep—Su—W	23,000	.12	

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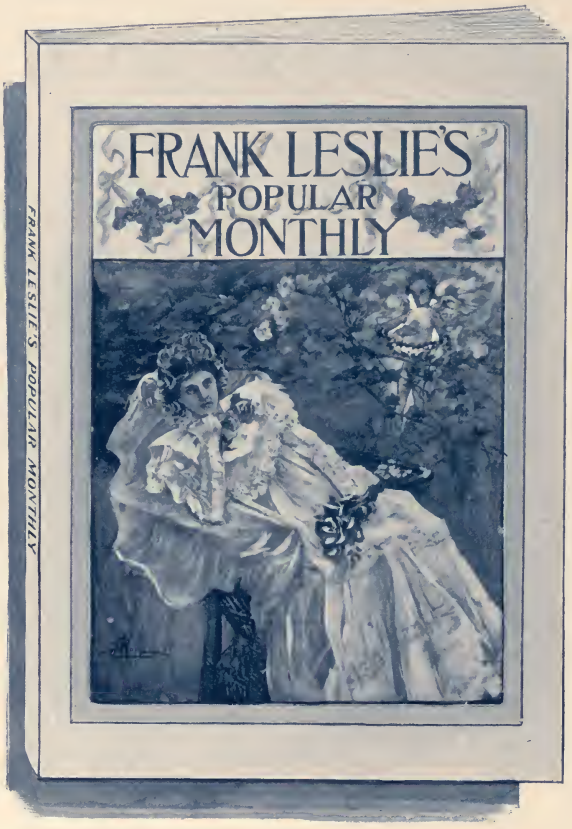
Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Ohio.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
COLUMBUS, c.h., 125,000—Franklin Co.				
Dispatch	Ind—Eve—D	18,500	.07	
Dispatch	Ind—Th—W	4,500	.10	
Journal	Rep—Morn—D	13,000	.08	
Journal	Rep—Su—W	18,000	.10	
Journal	Rep—Tu and Fr—SW	24,300	.15	
Press-Post	Dem—Eve—D	22,000	.10	
Press-Post	Dem—Su—W	21,800	.12	
Press-Post	Dem—Tu Th and Sa—TW	30,000	.15	
Westbote	Dem—Eve—D	4,000	.05	
Westbote	Dem-Tu & Fr-SW	16,000	.10	
Dayton, c.h., 90,000—Montgomery Co.				
Herald	Ind—Eve—D	6,800	.03½	
Herald	Ind—Th—W	4,500	.05½	
News	Ind—Eve—D	14,500	.07¼	
News	Ind—Th—W	11,000	.05½	
Press	Ind—Eve—D	10,800	.05	
Press	Ind—Th—W	4,000	.02½	
Journal	Rep—Morn—D	3,200	.08⅓	
Journal	Rep—Tu—W	2,800	.05	
Defiance, c.h., 9,000—Defiance Co.				
News	Dem—Eve—D	1,550	.02	
Democrat	Dem—Th—W	2,700	.03	
Express	Rep—Eve—D	750	.01	
Express	Rep—Th—W	1,700	.02	
Delaware, c.h., 9,800—Delaware Co.				
Gazette	Rep—Eve—D	1,200	.02	
Gazette	Rep—Tu & Fr—SW	3,000	.03	
East Liverpool, 13,500—Columbiana Co.				
Crisis	Dem—Eve—D	2,260	.03	
Crisis	Dem—Mo and Th—SW	2,400	.03	
Findlay, c.h., 21,000—Hancock Co.				
Courier	Dem—Eve—D	1,300	.03½	
Courier	Dem-Tu and Fr-SW	2,600	.03½	
Jeffersonian	Rep—Eve—D	1,000	.02	
Jeffersonian	Rep—Th—W	1,900	.03	
Republican	Rep-Morn-D	3,400	.07¼	
Republican	Rep—Tu and Fr—SW	3,100	.10¾	
Fostoria, 7,200—Seneca Co.				
Review-Dispatch	Rep—Eve—D	950	.01	
Review-Dispatch	Rep—Tu and Fr—SW	1,000	.02	
Fremont, c.h., 9,500—Sandusky Co.				
News	Ind—Eve—D	1,350	.02	
News	Ind—Tu and Fr—SW	3,250	.03	



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Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Ohio.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Gallipolis, c.h., 5,200—Gallia Co.				
Journal	Rep—Eve—D	950	.01	
Journal	Rep—We—W	1,900	.03	
Greenville, c.h., 5,800—Darke Co.				
Tribune	Rep—Eve—D	1,000	.02	
Tribune	Rep—We—W	1,100	.02	
Hamilton, c.h., 24,000—Butler Co.				
Democrat	Dem—Eve—D	3,000	.03	
Democrat	Dem—Th—W	3,400	.03	
Republican-News	Rep—Eve—D	4,650	.01½	
Telegraph	Rep—Th—W	4,100	.01½	
Ironton, c.h., 12,900—Lawrence Co.				
Irontonian	Dem—Morn—D	1,350	.02	
Irontonian	Dem—Tu and Fr—SW	1,890	.02	
Republican	Rep—Eve—D	1,300	.02	
Republican	Rep—Sa—W	3,350	.03	
Register	Rep—Th—W	3,000	.03	
Kenton, c.h., 6,100—Hardin Co.				
News-Republican	Rep—Eve—D	1,150	.02	
Graphic-News	Ind—Fr—W	2,100	.03	
Republican	Rep—Fr—W	1.350	.02	
Democrat	Dem—Eve—D	1,050	.02	
Democrat	Dem—Th—W	3,100	.03	
Lancaster, c.h., 8,100—Fairfield Co.				
Eagle	Dem—Eve—D	1,100	.02	
Eagle	Dem—Th—W	2,400	.03	
Democrat	Dem—Morn—D	900	.01	
Democrat	Dem—Su—W	1,300	.02	
Democrat	Dem—Fr—W	2,400	.03	
Lima, c.h., 17,000—Allen Co.				
Republican Gazette	Rep—Morn ex Mo—D	2,400	.03	
Republican Gazette	Rep—Tu and Fr—SW	2,250	.03	
Times-Democrat	Dem-Eve-D	3,100	.03	
Times-Democrat	Dem—Tu and Fr—SW	4,200	.03½	
Lorain, 10,500—Lorain Co.				
Herald	Rep—Eve—D	1,500	.02	
Herald	Fr—W	800	.01	
Times	Eve—D	1,100	.02	
Times	We—W	750	.01	
Mansfield, c.h., 16,000—Richland Co.				
News	Rep—Eve—D	3,500	.04	
News	Rep—Su—W	3,300	.04	
News	Rep—Tu and Fr—SW	2,400	.03	

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Among the firms who found the Review of Reviews so profitable we notice:

2 Underwear Manufacturers.
3 Advertisers of Musical Instruments.
2 Architects.
5 Nurserymen.
44 Railroad and Steamship Companies and Hotel Proprietors.
9 Manufacturers of Furniture.
16 Advertisers of Bicycles and Sundries.
American Parlor Kinetoscope Co.
Kutnow Bros.
Bausch & Lomb Optical Co.
Franco-American Food Co.
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Gerhard Mennen Chemical Co.
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Pillsbury-Washburn Flour Mills Co.
Stephen F. Whitman & Son.
The Penn Mutual Life Insurance Co.
Gurney Heater Mfg. Co.
Samuel Ward Co.
Pond's Extract Co.
2 Mfrs. of High-grade Bath Tubs.
7 Advertisers of Typewriters and Supplies.
2 Carriage and Harness Manufacturers.
4 Shoe Manufacturers.
9 Advertisers of Cameras and Supplies.
2 Manufacturers of Silverware.
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Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Ohio.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
MANSFIELD.—Continued.				
Shield	Dem—Eve—D	2,300	.04¼	
Shield	Dem—Su—W	2,900	.05½	
Shield and Banner	Dem—Tu and Fr—SW	3,600	.07¼	
Marietta, c.h,, 14,000—Washington Co.				
Register	Rep—Eve—D	2,000	.03	
Register	Rep—Th—W	1,700	.02	
Marion, c.h., 9,000—Marion Co.				
Mirror	Dem—Eve—D	1,800	.02	
Mirror	Dem—Th—W	1,800	.02	
Star	Ind—Eve—D	2.600	.03	
Star	Rep—Fr—W	1,900	.01	
Transcript	Rep—Eve—D	1,800	.02	
Transcript	Rep—We—W	2,800	.03	
Massillon, 12,000—Stark Co.				
Independent	Rep—Eve—D	1,800	.02	
Independent	Rep—Mo and Th—SW	2,200	.03	
Middletown, 8,100—Butler Co.				
Journal	Rep—Eve—D	1,450	.03½	
Journal	Rep-Tu and Fr-SW	1,250	.03½	
Mount Vernon, c.h., 6.027—Knox Co.				
Banner	Dem—Eve—D	1,200	.02	
Banner	Dem—We & Sa—SW	2,500	.03	
Republican-News	Rep-Eve-D	1,000	.02	
Republican	Rep—We and Sa—SW	3,100	.03	
Newark, c.h., 17,800—Licking Co.				
Advocate	Dem—Eve—D	2,600	.02¼	
Advocate	Dem—Th—W	4,200	.03½	
Tribune	Rep—Eve—D	2,200	.03½	
Tribune	Rep—Th—W	3,400	.03½	
Niles, 4,800—Trumbull Co.				
News	Rep—Eve—D	1,500	.02	
News	Rep—Th—W	1,000	.02	
Norwalk, c.h., 9,000—Huron Co.				
Chronicle	Rep—Morn—D	1,500	.02	
Chronicle	Rep—Th—W	2,200	.03	
Reflector	Rep—Eve—D	1,200	.02	
Reflector	Rep-Tu & Fr-SW	1,250	.02	
Painesville, c.h., 5,100—Lake Co.				
Telegraph	Rep—Eve—D	1,100	.02	
Telegraph	Rep—We—W	1,600	.02	
Piqua, 12,000—Miami Co.				
Call	Rep—Eve—D	1,600	.05½	
Helmet	Rep—Th—W	1,200	.05½	

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Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Ohio.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Portsmouth, c.h., 16,900—Scioto Co.				
Blade	Rep—Eve—D	1,600	.02	
Blade	Rep—We and Sa—SW	3,600	.03	
Times	Dem—Eve ex Su—D	1,800	.02	
Times	Dem—Sa—W	3,000	.03	
Salem, 6,100—Columbiana Co.				
News	Rep—Eve—D	1,600	.02¼	
Republican-Era	Rep—Tu and Fr—SW	2,250	.02¾	
Sandusky, c.h., 24,500—Erie Co.				
Journal	Dem—Eve—D	1,800	.02	
Journal	Dem—Sa—W	1,600	.02	
Register	Rep—Morn—D	2,900	.03½	
Register	Rep—Tu—W	3,000	.03½	
Sidney, c.h., 5,100—Shelby Co.				
News	Ind—Eve—D	950	.02	
Democrat	Dem—Fr—W	2,250	.03	
Springfield, c.h., 33,000—Clark Co.				
Democrat	Dem—Eve—D	3,750	.03	
Democrat	Dem—Th—W	3,200	.03	
Gazette	Rep—Eve—D	3,600	.03½	
Gazette	Rep—Th—W	2,800	.03½	
Sun	Ind—Morn—D	5,350	.03½	
Sun	Ind—Tu and Fr—SW	1,500	.03½	
Republic-Times	Rep—Eve—D	3,200	.07¼	
Republic	Rep—Th—W	3,700	.07¼	
Rural Times	Rep—Mo—W	3,550	.07¼	
Steubenville, c.h., 14,000—Jefferson Co.				
Gazette	Dem—Eve—D	1,200	.02	
Gazette	Dem—Fr—W	1,500	.02	
Herald-Star	Rep—Eve—D	2,100	.03	
Herald-Star	Rep—Fr—W	3,400	.03	
Tiffin, c.h., 12,000—Seneca Co.				
Advertiser	Dem—Eve—D	1,680	.02	
Advertiser	Dem-Tu & Fr-SW	4,500	.05	
News	Dem—Eve—D	950	.01	
News	Dem—Tu and Th—SW	3,600	.03	
Tribune and Herald	Rep—Eve—D	1,200	.02	
Tribune	Rep-Tu and Fr-SW	2,250	.03	
Toledo, c.h., 85,000—Lucas Co.				
Bee	Dem—Eve—D	12,700	.07¼	
Bee	Dem—Su—W	13,500	.07¼	
Bee	Dem—Th—W	12,500	.04¾	
Blade	Rep—Eve—D	22,800	.07¼	
Blade	Rep—Th—W	170,000	.75	
Commercial	Ind—Morn—D	12,000	.10	
Commercial	Ind—Su—W	10,000	.12	

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Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Ohio.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
TOLEDO.—Continued.				
News	Ind—Eve—D	23,000	.07¼	
Tri-State Farm News	Agri—Th—W	5,750	.07¼	
Express	Rep—Eve—D	6,200	.07¼	
Express	Rep—Th—W	11,000	.07¼	
Urbana, c.h., 7,800—Champaign Co.				
Times-Citizen	Rep—Eve—D	1,150	.02	
Citizen and Gazette	Rep—Mo and Th—SW	2,300	.03	
Vanwert, c.h., 5,512—Van Wert Co.				
Bulletin	Rep—Eve—D	1,025	.02	
Bulletin	Rep—Tu and Fr—SW	1,540	.02	
Warren, c.h., 6,800—Trumbull Co.				
Chronicle	Rep—Eve—D	1,460	.02	
Chronicle	Rep—We—W	2,000	.03	
Tribune	Rep—Eve—D	1,250	.02	
Tribune	Rep—Fr—W	2,380	.03	
Wooster, c.h., 6,180—Wayne Co.				
Republican	Rep—Eve—D	1,050	.02	
Republican	Rep—We—W	2,000	.02	
Xenia, c.h., 9,400—Greene Co.				
Gazette and Torchlight	Rep—Eve—D	1,600	.02	
Gazette and Torchlight	Rep—Tu—W	2,500	.03	
Youngstown, c.h., 40,000—Mahoning Co.				
Telegram	Rep—Eve—D	8,700	.07¼	
Telegram	Rep-Mo & Th-SW	4,800	.07¼	
Vindicator	Dem—Eve—D	9,150	.07¼	
Vindicator	Dem—Su—W	6,500	.07¼	
Vindicator	Dem—Th—W	6,900	.07¼	
Zanesville, c.h., 24,000—Muskingum Co.				
Courier	Rep—Eve—D	2,300	.03½	
Courier	Rep—We—W	5,200	.07¼	
Press	Ind—Eve—D	1,200	.02	
Press	Ind—We—W	800	.01	
Signal	Dem—Eve—D	2,400	.03½	
Signal	Dem—Mo & Th—SW	4,600	.05	
Times-Recorder	Rep-Morn-D	2,800	.03½	
Times-Recorder	Rep—Su—W	2,100	.03½	
Times-Recorder	Rep—Th—W	3,750	.05	

INDIANA.

Anderson, c.h., 15,000—Madison Co.				
Bulletin	Ind—Eve—D	2,800	.02	
News	Dem—Eve—D	2,850	.02	
Democrat	Dem-Tu & Fr-SW	2,800	.02	
Herald	Rep—Morn—D	1,200	.02	
Herald	Rep—Fr—W	1,000	.02	

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November,	152,135
December,	150,000
January	200,034
February,	197,080
March,	154,850
April,	153,764
May,	155,738
June,	155,000
	8)1,318,601
Average for 8 months,	164,825

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Mgr. Advertising Dept.
Ledger Building, NEW YORK CITY

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Indiana.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Brazil, c.h., 5,905—Clay Co,				
Times	Eve—D	1,400	.02	
Times	Tu and Fr—SW	1,200	.02	
Columbus, c.h., 6,719—Bartholomew Co.				
Republican	Rep—Eve—D	800	.02¼	
Republican	Rep—Th—W	1,400	.02½	
Herald	Dem—Eve—D	800	.01	
Herald	Dem—Fr—W	1,500	.02	
Crawfordsville, c.h., 6 089—Montgomery Co.				
Argus-News	Dem—Eve—D	1,200	.01¾	
Argus-News	Dem—Sa—W	1,900	.01¾	
Journal	Rep—Eve—D	1,400	.02¾	
Journal	Rep—Fr—W	3,400	.02¼	
Elkhart, 11,360—Elkhart Co.				
Review	Rep—Eve—D	1,900	.02	
Review	Rep—We and Sa—SW	700	.01	
Truth	Dem—Eve—D	1,700	.02	
Truth	Dem—Th—W	1,400	.02	
Evansville, c.h., 50,756—Vanderburg Co.				
Courier	Dem—Morn—D	7,850	.05	
Courier	Dem—Tu—W	8,500	.05	
Demokrat	Dem—Morn—D	3,200	.03	
Demokrat	Dem—Su—W	3,600	.03	
Demokrat	Dem-Tu & Fr-SW	6,200	.11	
Journal	Rep—Morn—D	2,200	.10	
News	Rep—Eve ex Su—D	6,400	.10	
Journal-News	Rep—Mo—W	1,000	.05	
Fort Wayne, c.h., 35.393—Allen Co.				
Freie Presse	Ind—Eve—D	1,500	.01½	
Freie Presse	Ind—Th—W	900	.01½	
Gazette	Rep—Morn—D	4,000	.06¼	
Gazette	Rep—Su—W	3,000	.06¼	
Gazette	Rep—Th—W	4,500	.02¼	
Journal	Dem—Morn—D	3,900	.03¼	
Journal	Dem—Su—W	3,800	.03¼	
Journal	Dem—Th—W	4,400	.04¼	
News	Rep—Eve—D	3,500	.03	
News	Rep—Fr—W	1,100	.02	
Sentinel	Dem—Eve—D	5,900	.02¼	
Sentinel	Dem—Sa—W	3,000	.02	
Staats-Zeitung	Dem—Eve—D	1,000	.02	
Staats-Zeitung	Dem—Tu—W	1,950	.02	
Frankfort, c.h., 5,919—Clinton Co.				
Times	Ind—Morn ex Mo—D	1,500	.02	
Times	Ind—Su—W	1,800	.02	
Times	Ind—Sa—W	3,400	.03	
Goshen, c.h., 6,033—Elkhart Co.				
Democrat	Dem—Eve—D	1,100	.02	
Democrat	Dem-We & Sa-SW	1,500	.02	
News	Ind—Eve—D	1,400	.01½	
News	Ind—We and Sa—SW	2,200	.02	

THE WEST'S OPINION:

"PEARSON'S has taken its place beside *Munsey's*, *McClure's* and the *Cosmopolitan*.—*Chicago Tribune*.

"The Great 10 cent Magazine"

PEARSON'S

is the *only* magazine issued on the 15th of the month

Present price for 100,000 (*guaranteed*) circulation $150 per page; $120 per page if three pages are used in a year

THE EAST'S ENDORSEMENT:

"Superb photographic reproductions, graphic illustrations—the price does not begin to represent the wealth of matter in PEARSON'S.—*Boston Globe*.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Indiana.		Estimated Circ.	Pubs. one t. rate.
Hammond, 5,428—Lake Co.			
Leader	Rep—Eve—D	3,000	.03
Tribune	Rep—Eve—D	1,200	.02
Tribune	Rep—We—W	1,800	.02
Huntington, c.h., 7,328—Huntington Co.			
Herald	Rep—Eve—D	1,300	.02
Herald	Rep—Tu & Fr—SW	1,600	.02
News-Democrat	Dem-Eve-D	1,100	.01¾
News-Democrat	Dem—Tu and Fr—SW	2,430	.03½
INDIANAPOLIS, c.h., 105,436—Marion Co.			
Tribuene	Ind—Eve—D	4,650	.03
Tribuene	Ind—Su—W	4,725	.03
Journal	Rep—Morn—D	14,500	.05
Journal	Rep—Su—W	14,000	.05
State Journal	Rep—We—W	5,630	
News	Ind—Eve—D	44,000	.12
Sentinel	Dem—Morn—D	12,400	.10
State Sentinel	Dem—We—W	20,000	.25
Sun	Ind—Eve—D	18,000	.10
Telegraph (German)	Dem—Morn ex Su—D	2,800	.03
Spottvogel	Dem—Su—W	5,325	.05
Volksblatt und Telegraph (German)	Dem—Sa—W	4,500	.03
Jeffersonville, c.h., 10,666—Clark Co.			
News	Dem—Eve—D	1,500	.03½
Nat. Democrat	Dem—Fr—W	2,300	.02
Kokomo, c.h., 8,261—Howard Co.			
Dispatch	Dem—Morn—D	1,400	.02
Dispatch	Dem-We & Sa—SW	1,800	.02
News	Eve—D	1,350	.02
News	Sa—W	1,100	.02
Tribune	Eve—D	1,300	.02
Tribune	Tu and Fr—SW	1,800	.02
Lafayette, c.h., 16,243—Tippecanoe Co.			
Call	Eve—D	3,800	.04¼
Call	Sa—W	4,000	.08⅓
Courier	Rep—Eve—D	3,000	.03½
Courier	Rep—Tu—W	4,200	.05½
Journal	Dem—Morn—D	4,000	.11
Journal	Dem—Fr—W	4,250	.11
Laporte, c.h., 7,126—Laporte Co.			
Argus	Dem—Eve—D	900	.01
Argus	Dem—Th—W	1,200	.02
Herald	Rep—Eve—D	1,200	.01¾
Herald	Rep—Th—W	1,435	.07¼

Memorandum.

Minimum Circulation 300,000 Copies Each Month

Advertisers are continuous customers because of returns.

Advertising Rates $1.50 Per Line.

THE ELLIS COMPANY

TEMPLE COURT, NEW YORK
BOYCE BUILDING, CHICAGO
227 WASHINGTON ST., BOSTON

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Indiana.	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Logansport, c.h., 13,328—Cass Co.			
Journal Rep—Morn—D	1,200	.02	
Journal Rep-Tu and Fr-SW	1,500	.02	
Pharos Dem—Eve—D	1,500	.02	
Pharos Dem—We & Sa—SW	2,500	.02	
Reporter Ind—Eve—D	2,200	.02¼	
Reporter Ind—Tu & Fr—SW	2,000	.03½	
Madison, c.h., 8,936—Jefferson Co.			
Courier Rep—Eve—D	1,200	.05½	
Courier Rep—We—W	2,000	.05½	
Democrat Dem—Eve—D	900	.04¾	
Democrat Dem-Tu & Fr-SW	2,000		
Marion, c.h., 8,769—Grant Co.			
Chronicle Rep—Eve—D	2,300	.02	
Chronicle Rep-Tu and Fr-SW	1,600	.02	
Leader Dem—Eve—D	1,500	.02	
Leader Dem—Tu and Fr—SW	1,200	.02	
News Rep—Morn ex Mo—D	1,600	.02	
News Rep—Tu and Fr—SW	1,550	.02	
Michigan City, 10,776—Laporte Co.			
Dispatch Dem—Eve—D	1,200	.02	
Dispatch Dem—Th—W	1,600	.02	
News Rep—Eve—D	1,750	.01¾	
News Rep—We—W	1,550	.01¾	
Muncie, c.h., 11,345—Delaware Co.			
Herald Dem—Eve—D	2,300	.02	
Herald Dem—Fr—W	2,000	.02	
News Rep—Morn ex Mo—D	3,300	.01½	
News Rep—We—W	2,500	.01¾	
Times Rep—Eve—D	2,000	.02	
Times Rep—Th—W	2,400	.02	
New Albany, c.h., 21,059—Floyd Co.			
Ledger Dem—Eve—D	1,600	.02¼	
Ledger Dem—We—W	4,000	.04¼	
Tribune Rep—Eve—D	1,050	.02	
Tribune Rep—Fr—W	1,300	.02	
Peru, c.h., 7,028—Miami Co.			
Journal Ind—Eve—D	1,100	.02	
Sentinel Dem-We & Sa-SW	3,150	.03	
Republican Rep—Th—W	3,000	.03½	
Richmond, c.h., 16,608—Wayne Co.			
Item Ind—Eve—D	2,600	.01¾	
Item Ind—Tu and Fr—SW	1,100	.01¾	
Palladium Rep—Eve—D	2,100	.01¾	
Palladium Rep—Th—W	2,500	.01¾	
Sun-Telegram Dem—Eve—D	1,800	.06	
Sun-Telegram Dem—Th—W	2,000	.06	

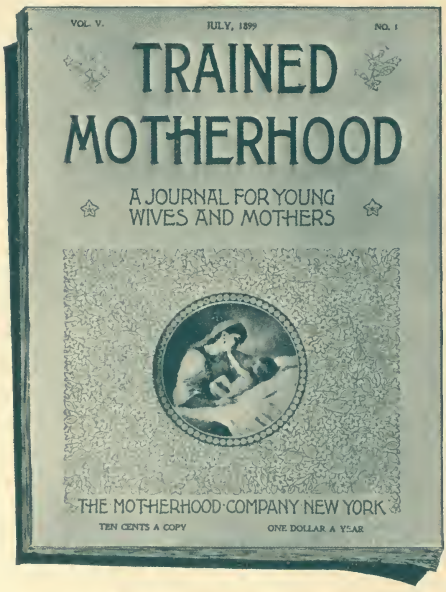
DAILY AND SEMI-WEEKLY

Volkszeitung

Volkszeitung Printing & Publishing Co.

ST. PAUL, MINN.

The Volkszeitung is the only German daily paper in Minnesota. It is published in a city that has a German population of 50,000 and is read by 6,000 wide-awake and progressive people every evening. The Semi-Weekly covers the Northwest to the Pacific coast, 20,000 paid subscribers. The facilities for news-getting of the Volkszeitung equal that of the best German Dailies of this country. The steady growth of its advertising patronage is the very best evidence of its value as a medium for reaching the German public.



TRAINED MOTHERHOOD

A Monthly Journal for the Young Wife, Mother and Child

This is a journal of 48 pages, 5 1-2 x 8, exclusive of advertising.

Every month TRAINED MOTHERHOOD reaches 15,000 young mothers, anxious to obtain all possible information on every subject that can in any way contribute to the welfare of herself and child.

It is edited by a physician of national reputation as a writer and author. Its contributors include the best known writers on Diseases of Children; Kindergarten Work; Care of Children; Expectant Motherhood; and other branches of especial value to the young mother and her child.

No journal in the world covers this field as exclusively and completely. It appeals to a special class of readers that is probably more intensely interested in everything that pertains to their condition than is the case with any other class.

THE MOTHERHOOD COMPANY, Publishers, 13-21 PARK ROW, NEW YORK Rooms 710-711

Yearly, $1.00. Copy, 10 Cents.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Indiana.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Shelbyville, c.h., 5,451—Shelby Co.				
Democrat	Dem—Eve—D	2,400	.01¾	
Shelby Democrat	Dem-Th-W	3,400	.02¼	
Republican	Rep—Eve—D	1,000	.02	
Republican	Rep-Tu & Fr-SW	1,500	.02	
South Bend, c.h., 21.819—St. Joseph Co.				
Times	Dem—Eve—D	1,750	.02	
Times	Dem—Tu and Fr—SW	1,600	.02	
Tribune	Rep—Eve—D	3,000	.03	
Tribune	Rep—Fr—W	1,700	.02	
Terre Haute, c.h., 30 217—Vigo Co.				
Express	Rep—Morn—D	4,400	.07¼	
Express	Rep—Su—W	5,200	.07¼	
Express	Rep—Tu and Fr—SW	3,600	.07¼	
Gazette	Dem—Eve—D	5,000	.07¼	
Gazette	Dem—Th—W	5,700	.07¼	
Tribune	Ind—Eve—D	3,800	.03	
Tribune	Ind—We—W	2,300	.03	
Sat. Eve. Mail	Ind—Sa—W	3,500	.03	
Vincennes, c.h., 8,853—Knox Co.				
Commercial	Rep-Morn-D	1,450	.02	
Commercial	Rep—Fr—W	3,500	.03	
Sun	Dem—Eve—D	850	.01	
Western Sun	Dem—Fr—W	2,500	.02	
Wabash, c.h., 5,105—Wabash Co.				
Plain Dealer	Rep—Eve—D	1,000	.01	
Plain Dealer	Rep—Fr—W	2,500	.02	
Times	Dem—Morn ex Mo—D	900	.01	
Times	Dem—Fr—W	1,400	.02	
ILLINOIS.				
Alton, 10,294—Madison Co.				
Republican	Rep—Eve—D	1,200	.02	
Republican	Rep—Th—W	800	.01	
Sentinel-Democrat	Dem—Eve ex Su—D	1,500	.03½	
Sentinel-Democrat	Dem—Th—W	1,750	.03½	
Telegraph	Rep—Eve—D	1,000	.02	
Telegraph	Rep—Th—W	1,200	.02	
Aurora, 19,688—Kane Co.				
Beacon	Rep—Eve ex Su—D	1,450	.04	
Beacon	Rep—We & Sa—SW	1,800	.07¼	
Post	Ind—Eve ex Sa and Su	1,200	.03	
Post	Ind—Su	1,750	.03	
Express	Ind—Morn ex Su—D	1,600	.03	
Herald-Express	Ind—Tu and Fr—SW	1,000	.03	
News	Rep—Eve ex Su—D	4,100	.03½	
News	Rep—Tu and Fr—SW	1,500	.04	

Address THE JEWISH COURIER

274 West 12th Street. Chicago, Ill.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Illinois.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Belleville, c.h., 15,361—St. Clair Co.				
News-Democrat	Dem—Eve ex Su—D	1,075	.02	
News-Democrat	Dem-Th-W	2,300	.03	
Advocate	Rep—Fr—W	1,500	.02	
Belvidere, c.h., 8,000—Boone Co.				
Northwestern	Rep-Morn-D	1,500	.02	
Northwestern	Rep—Fr—W	2,200	.03	
Republican	Rep-Eve-D	1,300	.02	
Republican	Rep—Th—W	1,800	.02	
Bloomington, c.h., 20,484—McLean Co.				
Bulletin	Dem—Eve—D	2,800	.05¾	
Bulletin	Su	3,500	.05¾	
Bulletin	Dem—Fr—W	3,000	.05¾	
Leader	Rep—Eve—D	2,500	.08⅓	
Leader	Su	2,900	.08⅓	
Leader	Rep—Fr—W	3,100	.06¼	
Pantagraph	Rep—Morn—D	6,000	.05	
Cairo, c.h., 15,000—Alexander Co.				
Bulletin	Dem—Morn—D	1,250	.03½	
Bulletin	Dem—Tu—W	1,000	.03½	
Telegram	Ind—Eve—D	1,000	.02	
Telegram	Ind—Su—W	1,200	.02	
Champaign, 6,000—Champaign Co.				
Gazette	Rep—Eve ex Su—D	1,100	.02	
Gazette	Rep—We—W	2,000	.02	
News	Rep—Eve ex Su—D	1,476	.02	
News	Rep—We and Sa—SW	4,400	.05	
Chicago, c.h., 1,960,000—Cook Co.				
Abendpost	Ind—Eve—D	35,000	.15	
Chronicle	Dem—Morn—D	70,000	.20	
Chronicle	Dem—Su—W	110,000	.30	
Democrat	Dem-Eve ex Su-D	62,000	.15	
Dispatch	Dem—Sa—W	30,000	.10	
Drovers' Journal	Com-Eve-D	37,000	.15	
Drovers' Journal	Tu&Fr-SW	15,890	.12	
Drovers' Journal	Th—W	14,300	.12	
Freie Presse	Ind—Morn and Eve—D	36,000	.12½	
Freie Presse	Ind-We-W	23,000	.15	
Post	Ind—Eve ex Su—D	25,000	.20	
Inter Ocean	Rep—Morn—D	63,000	.30	
Inter Ocean	Su	80,000	.30	
Inter Ocean	Rep—Tu—W	130,000	.75	
Jewish Courier	Ind-Eve-D	6,000	.12	
Chicago Weekly	W	12,000	.15	
Journal	Rep—Eve—D	120,000	.20	

Skandinaven
John Anderson Publishing Co.
CHICAGO, ILL.
Skandinaven.
SEMI-WEEKLY
Skandinaven
John Anderson Publishing Co.
CHICAGO, ILL.
Nummer 17 — B.
Chicago, St. Paul og Minneapolis, Fredag den 28de April 1899
34te Aargang
Calumpit
Stormes og tages af vore Folk efter et haardnakket Forsvar.
For første Gang
Lawtons Fremmarsch.
De er skræmt.
Englænderne finder, at De Forenede Stater er en
Farlig Konkurrent.
Frygt i Østerrige.
Dewey plaget.
Den spanske Flaade var hans mindste Danskelighed
Værre Ærgrelser.
13 Sækter Poteter
Tyskerne
Erkjender, at Admiral Diedrichs Optræden i Manila
Var eggende.
Olje paa Bølgerne
THE GREAT
DAILY, SUNDAY
AND SEMI-WEEKLY
SCANDINAVIAN PAPER
OF
CHICAGO
There are Two Millions
Thrifty, Progressive and Prosperous
Scandinavians
in the Great Northwest
All Americanized and patriotic, but they like a paper in their native language.
Reach them by using this up-to-date newspaper.
AVERAGE CIRCULATION 1898
Daily, - - - - 17,526
Sunday, - - - 17 278
Semi-Weekly, - 44,468
It has the largest circulation of any Scandinavian paper in the world.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Illinois.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
CHICAGO.—Continued.				
Record	Ind—Morn—D	174,568	.25	
News	Ind—Eve—D	257,157	.30	
Republican	Rep—Eve—D	50,000	.15	
Skandinaven	Ind—D	17,500	.10	
Skandinaven	Su	17,000	.15	
Skandinaven	W	44,000	.15	
Times-Herald	Ind—Morn—D	74,000	.30	
Times-Herald	Su	106,000	.40	
Tribune	Rep—Morn ex Su—D	150,000	.30	
Tribune	Su	175,000	.40	
Danville, c.h., 11,491—Vermilion Co.				
Commercial	Ind—Eve—D	2,200	.01	
Commercial	Ind-Tu & Fr-SW	1,800	.01	
News	Rep—Morn ex Su—D	1,400	.02	
News	Rep—Th—W	3,800	.03	
Press	Dem—Morn ex Mo—D	1,900	.02	
Press	Dem—We—W	2,425	.03	
Decatur, c.h., 16,841—Macon Co.				
Bulletin	Ind—Eve—D	1,500	.01	
Bulletin-Sentinel	Ind—Sa—W	1,800	.01	
Herald-Dispatch	Ind—Morn ex Mo—D	3,100	.03	
Herald-Dispatch	Ind—We and Sa—SW	3,650	.03	
Republican	Rep—Eve—D	2,700	.03	
Republican	Rep—Th—W	2.450	.03	
Review	Dem—Morn—D	3,250	.03	
Review	Dem-Tu and Fr-SW	3,000	.03	
Dixon, c.h., 5,200—Lee Co.				
Telegraph	Rep—Eve—D	1,250	.02	
Telegraph	Rep—Th—W	1,125	.07¼	
Sun	Dem—Eve—D	1,150	.02	
Sun	Dem—Th—W	1,650	.02	
East St. Louis, 15,200—St. Clair Co.				
Journal	Ind—Eve—D	3,300	.03	
Elgin, 23,000—Kane Co.				
Courier	Rep—Eve—D	2,500	.02	
Courier	Rep—Sa—W	2,100	.02	
News	Rep—Eve—D	2,550	.03	
Advocate	Rep—Sa—W	2,100	.04	
Freeport, c.h., 14,000—Stephenson Co.				
Bulletin	Dem—Eve—D	1,500	.09	
Bulletin	Dem—Th—W	2.775	.07¼	
Democrat	Dem—Eve—D	1,500	.09	
Democrat	Dem—Fr—W	2,550	.07¼	
Journal	Rep—Eve—D	1,450	.09	
Journal	Rep—We—W	2,100	.07¼	

We Guarantee 50,000 circulation each month

AND OUR RATES ARE 25c. PER AGATE LINE

No objectionable ads taken. All ads are placed next to reading matter.

WOMAN'S WORK, ATHENS, GA.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES.—Illinois.		Estimated Circ.	Pubs. one t. rate.
Galena, c.h., 5,635—Jo Daviess Co.			
Gazette	Rep—Eve—D	700	.06¼
Gazette	Rep—Th—W	6,650	.12½
Galesburg, c.h., 15,264—Knox Co.			
Mail	Rep—Eve—D	2,700	.01¾
Mail	Rep—Th—W	2,250	.01¾
Republican-Register	Rep—Eve—D	2,300	.01¾
Republican-Register	Rep—Sa—W	2,000	.01¾
Jacksonville, c.h., 12,935—Morgan Co.			
Courier	Dem—Eve—D	800	.01
Courier	Dem—We—W	2,700	.02
Journal	Rep—Morn—D	1,300	.02
Journal	Rep—We—W	2,250	.02
Joliet, c.h., 30,000—Will Co.			
News	Ind—Eve—D	5,600	.05½
News	Ind—Th—W	2,100	.03½
Republican	Rep—Eve—D	6,200	.05
Republican	Rep—Fr—W	2,000	.03
Times	Dem—Eve—D	2,700	.03
Times	Su	3,550	.03
Times	Dem—Fr—W	1,600	.02
Kankakee, c.h., 9,025—Kankakee Co.			
Democrat	Dem—Eve—D	1,600	.02
Kankakee Co. Democrat	Dem—Tu and Fr—SW	2,100	.02
Gazette	Rep—Eve—D	800	.01
Gazette	Rep—Tu and Fr—SW	1,250	.02
Times	Rep—Eve—D	1,000	.02
Times	Rep—Tu and Fr—SW	2,100	.02
Kewanee, 8,000—Henry Co.			
Star-Courier	Rep—Eve—D	1,500	.02
Star-Courier	Rep—We—W	1,600	.02
Lasalle, 9,855—Lasalle Co.			
Tribune	Rep—Eve—D	1,200	.02
Tribune	Rep—Fr—W	850	.01
Lincoln, c.h., 8,500—Logan Co.			
Courier	Ind—Eve—D	1,000	.02
Courier	Ind-Tu and Fr-SW	2,000	.02
Moline, 15,000—Rock Island Co.			
Dispatch	Rep—Eve—D	1,750	.03½
Review-Dispatch	Rep-Fr-W	1,450	.03½
Mail	Ind—Eve ex Sa—D	1,700	.02
Sunday Mail	Ind—Su—W	1,600	.02
Journal	Dem—Eve—D	1,900	.03½
Journal	Dem—S	2,000	
Journal	Dem-Tu and Fr-SW	1,100	.01

Memorandum.

The Vickery & Hill List

1,500,000
Copies Monthly
Guaranteed

Forms close first of month preceding date of publication.

Hearth & Home
Fireside Visitor
Happy Hours
Good Stories

DISPLAY,
$6.00 per Agate Line

READING,
$8.00 per Agate Line

Set in Agate or Minion type, as desired. Measured Agate.

TWO ELECTROTYPES are needed for advertisements sent to both The American Woman and The Vickery & Hill List.

The American Woman

500,000 Copies Monthly, in separate wrappers, to Women

DISPLAY, $2.00 per Agate Line. **READING, $2.50 per Agate Line.**

Forms close for American Woman, 5th of month preceding date of publication.

A Total of 2,000,000 Copies

Per Month Guaranteed

These figures are absolutely proven in any way an advertiser asks.

SOME OF OUR CUSTOMERS

Sapolio	Lydia Pinkham Med. Co.	C. I. Hood Co.
J. C. Ayer Co.	Sterling Remedy Cure	Church Kidney Cure Co.
Loring & Co.	Dr. R. V. Pierce	Reversible Collar Co.
London Tea Co.	Hall's Hair Renewer	Wells, Richardson & Co.
Enameline	T. A. Slocum Med. Co.	Swanson Rheumatic Cure Co.

Send your orders through your agents, or to

THE VICKERY & HILL PUBLISHING COMPANY

E. H. BROWN
714 Boyce Bldg., Chicago

AUGUSTA, ME.

C. D. COLMAN
520 Temple Court
New York

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Illinois.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Monmouth, c.h., 7,000—Warren Co.				
Review	Ind—Eve—D	1,500	.02	
Review	Ind—Mo & Th—SW	1,000	.02	
Ottawa, c.h., 9,985—Lasalle Co.				
Fair Dealer	Dem—Eve—D	800	.01	
Fair Dealer	Su	1,000	.02	
Fair Dealer	Dem—Fr—W	1,560	.02	
Free Trader	Dem—Eve—D	1,000	.02	
Free Trader	Su	1,350	.02	
Journal	Rep—Eve—D	1,500	.02	
Journal	Su	1,000	.02	
Journal	Rep—Tu—W	1,200	.02	
Paris, c.h., 5,800—Edgar Co.				
Beacon	Rep—Eve—D	1,200	.02	
Beacon	Rep—Tu and Fr—SW	2,450	.02	
Pekin, c.h., 9,000—Tazewell Co.				
Post	Rep—Morn—D	1,250	.02	
Republican-Post	Rep-Th-W	3,100	.02	
Times	Dem—Eve—D	1,450	.02	
Times	Dem—Th—W	2,875	.02	
Peoria, c.h., 45,000—Peoria Co.				
Times	Ind—Eve—D	5,500	.07¼	
Herald	Dem—Morn—D	6,000	.02¼	
Herald	Su	5,700	.02¼	
Herald	Dem—Th—W	3,000	.02¼	
Journal	Ind—Eve—D	7,500	.03½	
Journal	Su	6,800	.07¼	
Journal	Ind—Th—W	6,800	.05½	
Transcript	Rep—Morn—D	6,500	.07¼	
Transcript	Su	10,000	.07¼	
Transcript	Rep—W	5,500	.07¼	
Quincy, c.h., 34,000—Adams Co.				
Herald	Dem—Morn—D	3,400	.06¼	
Herald	Dem—Fr—W	2,500	.06¼	
Journal	Ind—Eve—D	8,000	.06	
Whig	Rep—Morn—D	5,300	.06¼	
Whig	Rep—Th—W	7,850	.10½	
Rockford, c.h., 25,000—Winnebago Co.				
Star	Dem—Morn—D	3,350	.03½	
Star	Dem—Mo and Th—SW	3,700	.03½	
Register-Gazette	Rep-Eve-D	3,700	.03½	
Register-Gazette	Rep—Tu and Fr—SW	6,000	.05	
Republic	Rep—Eve—D	4,000	.07¼	
Republic	Rep—Sa—W	3,000	.07¼	
Rock Island, c.h., 14 000—Rock Island Co.				
Argus	Dem—Eve—D	1,700	.02	
Argus	Dem—Fr—W	2,100	.02	
Union	Rep—Morn ex Mo—D	1,800	.02	
Union	Rep—Sa—W	1,700	.02	

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THE ELLIS COMPANY

Temple Court Bldg., New York

Boyce Building Chicago

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Illinois.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
SPRINGFIELD, c.h. 25,000—Sangamon Co.				
Journal	Rep—Morn—D	4,400	.07½	
Journal	Su	4,500	.07½	
Journal	Rep—Tu & Fr—SW	4,200	.10	
Register	Dem—Morn—D	4,350	.07½	
Register	Su	4,600	.07½	
Register	Dem—Tu & Fr—SW	3,900	.12	
News	Rep—Eve—D	5,025	.20	
News	Rep—Fr—W	1,000	.05	
Sterling, 5,900—Whiteside Co.				
Gazette	Rep—Eve—D	1,600	.02	
Gazette	Rep—Fr—W	2,100	.02	
Standard	Rep—Eve—D	1,500	.02	
Standard	Rep—Th—W	1,500	.02	
Streator, 12,000—Lasalle Co.				
Free Press	Rep—Eve—D	1,450	.02	
Free Press	Rep—Fr—W	1,325	.02	
Independent Times	Dem—Eve—D	1,200	.03½	
Times-Tribune	Dem—Th—W	1,550	.03½	
Waukegan, c.h., 8,000—Lake Co.				
Gazette-Register	Rep-Eve-D	1,475	.02	
Gazette	Rep—Fr—W	2,500	.02	
Sun	Eve—D	1,390	.02	
Sun	Dem—Sa—W	1,300	.02	
MICHIGAN.				
Adrian, c.h., 10,000—Lenawee Co.				
Telegram	Ind—Eve—D	1,100	.02	
Times and Expositor	Rep—Morn—D	1,000	.02	
Times and Expositor	Rep—Fr—W	1,800	.02	
Alpena, c.h., 12,000—Alpena Co.				
Echo	Ind—Eve—D	2,200	.03	
Ann Arbor, c.h., 12,000—Washtenaw Co.				
Argus	Dem—Eve—D	1,000	.02	
Argus-Democrat	Dem—Fr—W	4,000	.05	
Battle Creek, 18,000—Calhoun Co.				
Journal	Rep—Eve—D	2,300	.03	
Journal	Rep—We—W	2,250	.03	
Moon	Ind—Eve—D	2,300	.03	
Moon	Ind—Th—W	2,550	.03	
Bay City, c.h., 35,000—Bay Co.				
Times-Press	Ind—Eve—D	6,600	.05½	
Times	Ind—Su—W	8,000	.05½	
Tribune	Rep—Morn—D	6,200	.05½	
Tribune	Rep—Su—W	6,000	.05½	
Tribune	Rep—Th—W	5,900	.05½	

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Temple Court, New York

Boyce Building Chicago

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Michigan.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Benton Harbor, 7,500—Berrien Co.				
News	Ind—Eve—D	1,750	.03	
News	Ind—Th—W	500		
Palladium	Rep—Eve—D	1,100	.03½	
Palladium Rep-Tu and Fr-SW		1,600	.03	
Coldwater, c.h., 5,600—Branch Co.				
Reporter	Ind—Eve—D	1,800	.02	
Reporter Ind-Tu and Fr-SW		2,000	.02	
Courier-Republican	Rep—Fr—W	3,000	.03	
Detroit, c.h., 238,000—Wayne Co.				
Abend Post	Rep—Eve—D	7,700	.03½	
Sonntagsblatt der Abend Post	Rep—Su—W	8,000	.05½	
Familien Blaetter (German)	Rep—Tu and Fr—SW	14,000	.10¾	
News	Ind—Eve—D	73,400	.20	
Free Press	Ind—Morn—D	42,000	.12	
Free Press	Ind—Su—W	49,000	.15	
Free Press Ind-Tu & Fr-SW		100,000	.50	
Journal	Rep—Eve—D	35,000	.10	
Journal Rep-Tu and Fr-SW		24,000	.08½	
Tribune	Rep—Morn—D	17,000	.10	
News-Tribune	Ind—Su—W	36,800	.12	
Tribune	Ind—We—W	22,200	.20	
Escanaba, c.h., 8,000—Delta Co.				
Mirror	Ind—Eve—D	1,000	.02	
Mirror	Ind—Sa—W	1,400	.02	
Flint, c.h., 11,000—Genesee Co.				
Journal	Rep—Eve—D	1,500	.02	
Journal Rep—Tu and Fr—SW		2,000	.02	
News	Dem—Eve—D	1,700	.02	
Genesee Democrat	Dem—Sa—W	2,400	.02	
Grand Rapids, c.h., 80,000—Kent Co.				
Democrat	Dem—Morn—D	8,500	.07¼	
Democrat	Dem—Su—W	4,100	.07¼	
Middle West	Dem—Th—W	5,000	.01¾	
Press	Ind—Eve—D	31,000	.08	
Herald	Rep—Morn—D	10,000	.05	
Herald	Rep—Su—W	8,000	.05	
Herald	Rep—Tu and Fr—SW	4,300	.05	
Iron Mountain, c.h., 8,599—Dickinson Co.				
Tribune	Rep—Eve—D	1,000	.02	
Range Tribune	Rep—Sa—W	1,050	.02	
Jackson, c.h., 22,600—Jackson Co.				
Citizen	Rep—Eve—D	3,400		
Citizen Rep—Tu and Fr—SW		3,000		

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Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Michigan.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
JACKSON.—Continued.				
Press	Ind—Eve—D	2,250	.13	
Patriot	Dem—Morn—D	3,200	.18	
Patriot	Dem—Su—W	3,500	.18	
Patriot	Dem—Tu & Fr—SW	3,000	.15	
Kalamazoo, c.h., 24,500—Kalamazoo Co.				
News	Ind—Eve—D	4,600	.03	
News	Ind—Tu and Sa—SW	3,000	.03	
Gazette	Dem—Morn—D	2,000	.02	
Gazette	Dem—Su—W	2,300	.02	
Gazette	Dem—Fr—W	2,200	.02	
Telegraph	Rep—Eve—D	6,000	.05½	
Telegraph	Rep-We & Sa-SW	6,200	.03½	
LANSING, 19,000—Ingham Co.				
Journal	Dem—Eve—D	2,500	.03	
Journal	Dem—Fr—W	2,100	.03	
Republican	Rep—Eve—D	2,500	.03	
Republican	Rep—Th—W	3,100	.02¼	
Manistee, c.h., 14,000—Manistee Co.				
News	Ind—Eve—D	1,100	.02	
Times-Sentinel	Rep—Fr—W	800	.01	
Marquette, c.h., 9,700—Marquette Co.				
Mining Journal	Rep-Morn-D	3,100	.03	
Mining Journal	Rep—Sa—W	1,400	.02	
Menominee, c.h., 15,000—Menominee Co.				
Leader	Dem—Eve—D	1,050	.02	
Democrat	Dem—Sa—W	800	.01	
Muskegon, c.h., 22,800—Muskegon Co.				
Chronicle	Rep—Eve—D	2,000	.02	
Chronicle	Rep—Th—W	1,400	.02	
News	Dem—Morn ex Mo—D	1,800	.02	
News and Reporter	Dem—Fr—W	500	.01	
Niles, 5,000—Berrien Co.				
Star	Ind—Eve—D	1,500	.02	
Owosso, 8,000—Shiawassee Co.				
American	Ind—Eve—D	1,350	.02	
American	Ind—Fr—W	1,900	.02	
Argus	Local—Eve—D	1,300	.02	
Argus	Local—Fr—W	1,400	.02	
Pontiac, c.h., 10,000—Oakland Co.				
Gazette	Rep—Fr—W	3,180	.03	
Post	Dem—Fr—W	2,700	.03	
Port Huron, c.h., 19,000—St. Clair Co.				
Times	Rep—Eve—D	3,000	.03¼	
Times	Rep—Fr—W	2,300	.07¼	

THE SACRED HEART

REVIEW

FOR GOD AND COUNTRY

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Maxims.
8, 9. Books and Current Thought:
Mrs. Henrietta Dana Skinner's "Espiritu Santo."
10. Our Future Men and Women:
"A Queer Boy."
11. The Association for the Propagation of the Faith:
Contributions to the Association during 1898
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Temperance in the A. O. H.
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Just Among Ourselves:
Aunt Bride's Advice to One of Her Girls
14. Story:
An Unruly Legacy
15. Medical.
The Poisons We Breathe
Housewife
Washing and Starching Summer Dresses.
16. Americans and Samoa
Seeds and Nonsense

JORDAN, MARSH & CO. JORDAN, MARSH & CO.

Bargains for Graduation Day.

We would say that our assortments are complete. Everything needed can be found under our roof. Stroll through our Suit Parlors on the second floor and see the many beautiful Gowns and Wraps we are showing for this occasion. They are beautiful beyond description. The same, with all the other articles needed, they are here in abundance.

We mention here a few of the many special values — but you should examine the others.

DRESSES (Second Floor)

Organdie Muslin Dresses, beautifully trimmed with lace and Ribbon, comes in white and colors, all exceptional values, $11.75

White Pique Skirts, in various designs, plain and with Braid. They are all made with deep hem and are thoroughly finished $3.75

White Taffeta Silk Waists, of excellent quality, front and back elaborately corded, also in colors, $8.50

White Japanese Silk Waists, front of vertical tucks, with four lace insertions. $5.00

Jordan, Marsh & Co.

ROYAL WORCESTER CORSETS

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For Stout Figures.

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STYLE 850.

THE DOWAGER

ROYAL WORCESTER CORSETS

WORCESTER CORSET COMPANY,
Worcester, Mass. Chicago, Ill.

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$2.00

The Sacred Heart Review

is owned and published by a corporation consisting of one hundred of the leading Catholic clergymen of New England. It has the endorsement and personal recommendation of every Catholic clergyman in New England, giving it an influence and standing with the Catholics which no other Catholic publication has: a strictly family, religious publication, having departments adapted to the wants and interests of every member of the family. It has one of the best Book Review departments of any publication in the country; also a brief summary of the happenings of the world under the heading "The Week's News."

REVIEW PUBLISHING COMPANY, 194 Washington Street, Boston, Mass.

Advertising Manager, CHARLES E. PUTNAM.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Michigan.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Saginaw, c.h., 55,000 (including East Saginaw)—Saginaw Co.				
Courier-Herald	Rep-Morn-D	6,000	.03½	
Courier-Herald	Rep—Su—W	6,500	.03½	
Courier-Herald	Rep—Th—W	9,000	.05½	
Leader	Ind—Eve—D	2,000	.02	
News	Dem—Eve—D	9,000	.03	
News	Dem—Tu and Fr—SW	8,300	.04	
Traverse City, c.h. 9,000-Grand Traverse Co.				
Record	Morn ex Mo—D	960	.01	
Eagle	Ind—Eve—D	1,160	.02	
Eagle	Ind—Fr—W	1,700	.02	
Herald	Rep—Th—W	2,400	.03	
Ypsilanti, 6,500—Washtenaw Co.				
Commercial	Ind—Th—W	1,275	.02	
WISCONSIN.				
Appleton, c.h., 15,000—Outagamie Co.				
Crescent	Dem—Eve—D	1,250	.01	
Crescent	Dem—Sa—W	1,750	.01	
Post	Rep—Eve—D	1,000	.01	
Post	Rep—Th—W	1,900	.02	
Ashland, c.h., 12,300—Ashland Co.				
News	Dem—Eve—D	1,800	.02	
News	Dem—We—W	900	.01	
Press	Rep—Eve—D	1,650	.02	
Press	Rep—Sa—W	1,000	.01¾	
Chippewa Falls, c.h., 8,670—Chippewa Co.				
Herald	Rep—Eve—D	2,100	.03	
Herald	Rep—Fr—W	2,400	.03	
Eau Claire, c.h., 18,800—Eau Claire Co.				
Free Press	Rep—Eve—D	1,200	.02	
Free Press	Rep—Th—W	1,600	.02	
Leader	Dem—Morn ex Mo—D	2,900	.03	
Leader	Dem—Su—W	3,500	.03	
Leader	Dem—Sa—W	5,000	.05	
Telegram	Eve—D	1,200	.01	
Telegram	Th—W	1,000	.01	
Fond du Lac, c.h., 13,000—Fond du Lac Co.				
Commonwealth	Rep-Eve-D	2,000	.03	
Commonwealth	Rep—Tu and Fr—SW	3,000	.04	
Reporter	Dem—Eve—D	1,800	.03	
Reporter	Dem—Sa—W	3,600	.03½	
Greenbay, c.h., 18,000—Brown Co.				
Gazette	Rep—Eve—D	2,800	.03	
Gazette	Rep—We—W	2,000	.02	
Advocate	Dem-Morn-D	1,600	.02	
Advocate	Dem-Tu & Fr-SW	2,200	.03	

CHICAGO ELECTROTYPE & STEREOTYPE COMPANY

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BREEDERS OF PURE BRED LIVE STOCK

are a Progressive, Up-to-date Class of Farmers

Those fine farms you see along the road — Fences up; Buildings in good condition; Houses painted; Windmills up; Farm Machinery the best to be had; Fine Horses, Sheep, Cows and Swine in the fields — those farmers own their farms and have money to buy anything which may increase the income of their farms. **You want this class for your customers.**

Blooded Stock

— a Monthly Journal, clean and neatly printed — reaches just such a class of farmers. It is published in their interest.

When you want to reach those farmers try your ad. in its columns — insist on it being there. For terms, samples, etc., write

BLOODED STOCK, Oxford, Pa.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Wisconsin.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Janesville, c.h., 13,000—Rock Co.				
Gazette	Rep—Eve—D	2,800	.02	
Gazette Rep-We and Sa-SW		4,100	.01¾	
Recorder Dem—Morn ex Mo—D		1,500	.02	
Recorder and Times Dem—Th—W		2,200	.03	
La Crosse, c.h., 29,000—La Crosse Co.				
Chronicle	Dem-Morn-D	1,600	.03½	
Chronicle	Dem—Th—W	1,600	.03	
Press	Ind—Eve—D	3,800	.03	
Press	Ind—Fr—W	1,000	.02	
Republican and Leader Rep—Eve—D		2,780	.03	
Republican and Leader Rep—Fr—W		3,800	.03	
MADISON, c.h., 15,000—Dane Co.				
Democrat	Dem-Morn-D	1,800	.05½	
Democrat	Dem—Su—W	1,500	.05½	
Democrat Dem-We & Sa-SW		2,000	.05½	
Journal	Rep—Eve—D	1,800	.05½	
Journal	Rep—Fr—W	3,000	.05½	
Marinette, c.h., 15,000—Marinette Co.				
Eagle	Rep—Eve—D	1,200	.02	
Eagle	Rep—Sa—W	1,500	.02	
Milwaukee, c.h., 262,000—Milwaukee Co.				
Wisconsin	Rep—Eve—D	19,800	.10¾	
Wisconsin	Rep—Sa—W	29,000	.12½	
Abend-Post	Ind—Eve—D	20,100	.08	
Sonntags-Post	Ind—Su—W	19,985	.08	
Germania	Ind—Tu—W	91,400	.35	
Herold	Ind—Morn—D	12,800	.10¾	
Herold	Ind—Su—W	15,000	.10¾	
Herold	Ind—Mo—W	21,800	.12½	
Journal	Dem—Eve—D	29,400	.11	
Journal	Dem—Fr—W	16,000	.10	
News	Ind—Eve—D	17,000	.07	
Sentinel	Rep—Morn—D	21,000	.10	
Sentinel	Rep—Su—W	22,500	.10	
Sentinel	Rep—We—W	24,000	.10	
Vorwaerts	Labor—Eve—D	6,200	.03½	
Vorwaerts	Labor—Su—W	6,900	.03½	
Wahrheit	Labor—Sa—W	4,000	.03	
Neenah, 6,000—Winnebago Co.				
Times	Dem—Eve—D	1,100	.01¾	
Times	Dem—Sa—W	1,150	.01¾	
Oshkosh, c.h., 27,000—Winnebago Co.				
Enterprise	Eve—D	1,500	.03½	
Northwestern	Rep—Eve—D	4,500	.03½	
Northwestern	Rep—Sa—W	1,500	.02	

THE SUNDAY SCHOOL TEACHERS OF CANADA ARE MEMBERS OF THE BEST HOMES IN THE COUNTRY—WELL-TO-DO, READY-TO-BUY, AND ABLE-TO-PAY HOMES.

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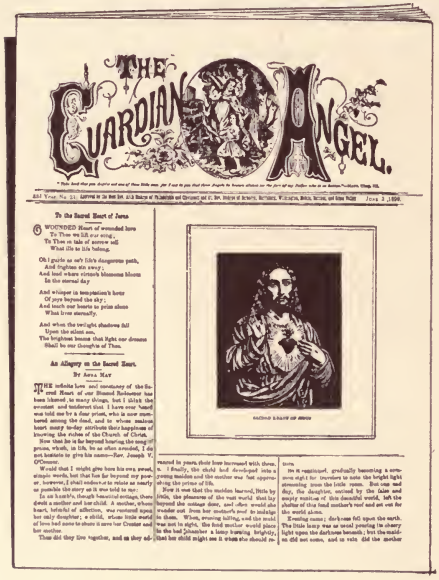

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Approved by all the Catholic dignitaries of America.

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PHILADELPHIA, PA.

The oldest and best of the Catholic papers.

Leading Dailies and Weeklies—*Continued.*

CENTRAL STATES—Wisconsin.		Estimated Circ.	Pubs. one t. rate.
OSHKOSH.—Continued.			
Times Dem—Morn ex Mo—D		4,700	.03½
Times	Dem—Su—W	5,600	.03½
Times	Dem—Sa—W	2,200	.01
Racine, c.h., 25,000—Racine Co.			
Journal	Rep—Eve—D	3,200	.03
Journal	Rep—We—W	3,000	.03
Times	Eve—D	2,400	.03½
Utley's Weekly	Th—W	4,500	.03½
Sheboygan, c.h., 20,000—Sheboygan Co.			
Journal	Dem—Morn—D	1,200	.02
Star	Dem—Sa—W	1,100	.02
Wausau, c.h., 11,000—Marathon Co.			
Record	Ind—Eve—D	1,250	.02
Record Ind—Tu and Fr—SW		1,400	.03
Record	Ind—Th—W	1,500	.03
West Superior, 25,000—Douglas Co.			
Telegram	Eve—D	4,500	.05½
Leader Rep—Morn ex Mo—D		3,500	.03½
Leader	Rep—Su—W	4,200	.04

Memorandum.

TRUTH MONTHLY MAGAZINE

is the only magazine with high-class, artistic, colored illustrations in every number.

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"It very peculiarly fits a field that no other periodical fills."

"I can boldly say that TRUTH today is the acme of perfection in every department."

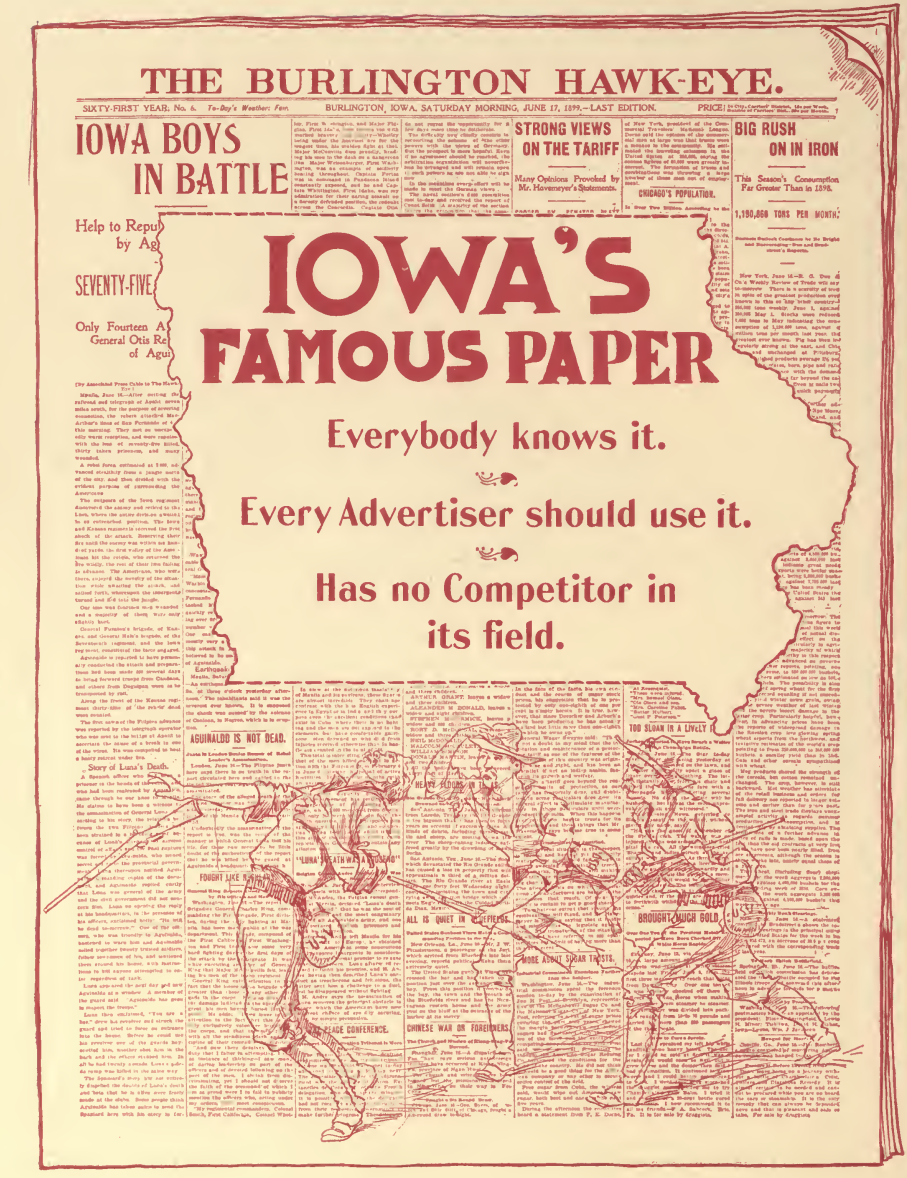
"I consider TRUTH one of the most artistic, unique and up-to-date periodicals of the day."

"TRUTH is the finest illustrated magazine in the world. As an advertiser I get acres of publications. TRUTH is the only one I subscribe to."

"I consider TRUTH's illustrations the finest published in this country."

"It is far away in advance of anything heretofore done in this country, and it certainly deserves the highest patronage, both in the line of subscribers and advertising"

TRUTH COMPANY, 19th St. and 4th Ave., New York.



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STEVE W. FLOYD, Special Representative,

150 Nassau Street, New York.

Leading Dailies and Weeklies—*Continued.*

WESTERN STATES.

MINNESOTA.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Albert Lea, c.h., 4,600—Freeborn Co.				
Tribune	Rep—Eve—D	1,500	.02	
Tribune	Rep-Tu & Fr-SW	2,100	.02	
Crookston, c.h., 4,000—Polk Co.				
Times	Ind—Eve—D	1,500	.02¼	
Times	Ind—Sa—W	3,300	.02¼	
Duluth, c.h., 53,000—St. Louis Co				
Herald	Ind—Eve—D	8,300	.05½	
Herald	Ind—We—W	3,850	.07¼	
News-Tribune	Rep-Morn-D	7,500	.04¾	
News-Tribune	Rep—Su—W	7,800	.05½	
News-Tribune	Rep—Sa—W	1,200	.03½	
Fergus Falls, c.h., 5,000—Ottertail Co.				
Journal	Rep—Eve—D	800	.01	
Journal	Rep—Th—W	2,650	.02	
Mankato, c.h., 10,000—Blue Earth Co.				
Free Press	Rep—Eve—D	1,550	.02	
Free Press	Rep—Fr—W	2,000	.02	
Review	Dem—Eve—D	1,250	.02	
Review	Dem—Tu—W	1,500	.02	
Minneapolis, c.h., 218,000—Hennepin Co.				
Journal	Rep—Eve—D	47,000	.12	
Tidende	Ind—Eve ex Sa—D	3,900	.03½	
Tid nde (Scan.)	Ind—Su—W	6,000	.03½	
Tidende (Scan.)	Ind—Fr—W	27,000	.12	
Times	Ind—Morn—D	31,700	.05	
Times	Ind—Su—W	41,900	.08	
Tribune	Rep-Morn & Eve-D	51,000	.12	
Tribune	Rep—Su—W	24,000	.12	
Farmers' Tribune	Rep—Tu and Fr—SW	22,000	.12	
Red Wing, c.h., 7,685—Goodhue Co.				
Republican	Rep—Eve—D	1,400	.06	
Republican	Rep—We—W	2,400	.07¼	
St. Cloud, c.h., 10,400—Stearns Co.				
Journal-Press	Rep—Eve—D	1,800	.02	
Journal-Press	Rep—Th—W	2,800	.03	
Times	Dem—Eve—D	1,500	.02	
Times	Dem—We—W	3,000	.03	

The St. Paul Daily Globe

OCCASIONALLY, an advertising manager, having failed to penetrate the situation, omits the ST. PAUL DAILY GLOBE from his calculations for Minnesota advertising.

What an error this is will be seen when the fact is stated, that the St. Paul Daily Globe is the ONLY DEMOCRATIC PAPER in a state in which the vote in the Presidential Election of 1896 stood as follows: — Rep., 193,501; Dem., 139,626; Pro., 4,365; G. Dem., 3,230; Social Lab., 915.

The population of Minnesota is 1,301,326, or approximately four persons to each voter, indicating that, at the lowest estimate, over 500,000 of the total population adhere to the Democratic column, and will therefore prefer, and be influenced by a Democratic paper, if any.

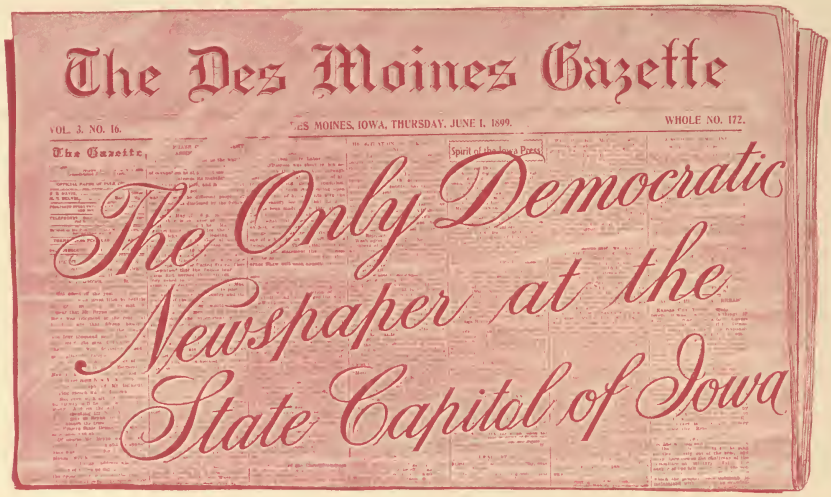
The Daily average circulation of the Globe during the entire year of 1898 was 22,012 copies. The daily average circulation for the first six months of 1899, for the daily edition, has been over 22,500 copies, and for the Sunday edition, over 26,000 copies.

A moderate rate is charged for advertising space, and estimates will be furnished by the Home Office, or by Williams & Lawrence, 87 Washington St., Chicago, and Charles H. Eddy, 10 Spruce St., New York City.

The St. Paul Daily Globe

Leading Dailies and Weeklies—*Continued.*

WESTERN STATES—Minnesota.		Estimated Circ.	Pubs. one t. rute.	Memorandum.
ST. PAUL, 140,000—Ramsey Co.				
Dispatch	Rep—Eve—D	42,000	.12	
Dispatch	Rep—Th—W	27,000	.05	
Globe	Dem—Morn—D	20,000	.10	
Globe	Dem—Su—W	21,000	.10	
Globe	Dem—Th—W	14,000	.10	
Pioneer Press	Rep-Morn-D	32,700	.11	
Pioneer Press	Rep—Su—W	28,900	.11	
Pioneer Press	Rep—Th—W	26,000	.11	
Volkszeitung	Ind—Eve—D	5,200	.05½	
Minnehaha	Ind—Su—W	7,200	.07	
Volkszeitung (German)	Ind—Tu and Fr—SW	19,000	.15	
Stillwater, c.h., 12,000—Washington Co.				
Gazette	Rep—Eve—D	1,500	.03	
Gazette	Rep—We—W	1,200	.02	
Winona, c.h., 22,600—Winona Co.				
Herald	Rep—Eve—D	3,100	.04¼	
Herald	Rep—Fr—W	4,000	.05½	
Republican	Rep—Eve—D	3,000	.04	
Republican	Rep—We—W	1,800	.02	
IOWA.				
Boone, c.h., 6,520—Boone Co.				
News	Ind—Morn—D	1,500	.03½	
News	Ind—Fr—W	2,300	.03½	
Republican	Rep—Eve—D	1,000	.02	
Republican	Rep—Th—W	2,000	.02	
Burlington, c.h., 22,565—Des Moines Co.				
Democrat-Journal	Dem—Eve—D	4,000	.03½	
Democrat-Journal	Dem—We—W	3,800	.03½	
Gazette	Rep—Eve—D	4,200	.04¼	
Gazette	Rep—Th—W	6,800	.10½	
Hawk-Eye	Rep-Morn-D	6,000	.03½	
Hawk-Eye	Rep—Su—W	6,500	.03½	
Hawk-Eye	Rep—Th—W	10,000	.03	
Cedar Rapids, 18,020—Linn Co.				
Gazette	Ind—Eve—D	6,500	.07¼	
Gazette	Ind—We—W	3,850	.07¼	
Republican	Rep—Morn—D	5,000	.05½	
Republican	Rep—Su—W	4,500	.05½	
Republican	Rep—Th—W	4,000	.05½	
Clinton, c.h., 23,716—Clinton Co.				
Age	Dem—Morn ex Mo—D	1,000	.03½	
Age	Dem—Fr—W	1,400	.03½	
Herald	Rep—Eve—D	2,000	.02	
Herald	Rep-Tu Th & Sa-TW	2,248	.02	



Read by more than 5,500 of the well-to-do farming class for its city and county news. It is the only Democratic newspaper at the State Capital. It has a larger circulation than any other weekly of Des Moines. It circulates among a buying class of people who do not read the dailies regularly.

S. R. DAVIS,
Editor and Publisher.

Consolidated January 5, 1899, with the Creston Citizen, and will have 10,000 paid subscribers by Jan. 1, 1900. We invite investigation.

No advertiser who keys his advertisements and tabulates inquiries and orders received ever fails to report favorably on the

Des Moines Daily News

Iowa's foremost high-class daily. Advertising accepted at the flat rate of 4 cents per agate line. Over 24,000 circulation guaranteed.

CRESTON, IOWA

Morning American

ONLY MORNING PAPER IN
8th IOWA DISTRICT

Average Circulation in 1898, 1,500

Independent American

THE OLDEST FARM AND LABOR
WEEKLY IN THE WEST

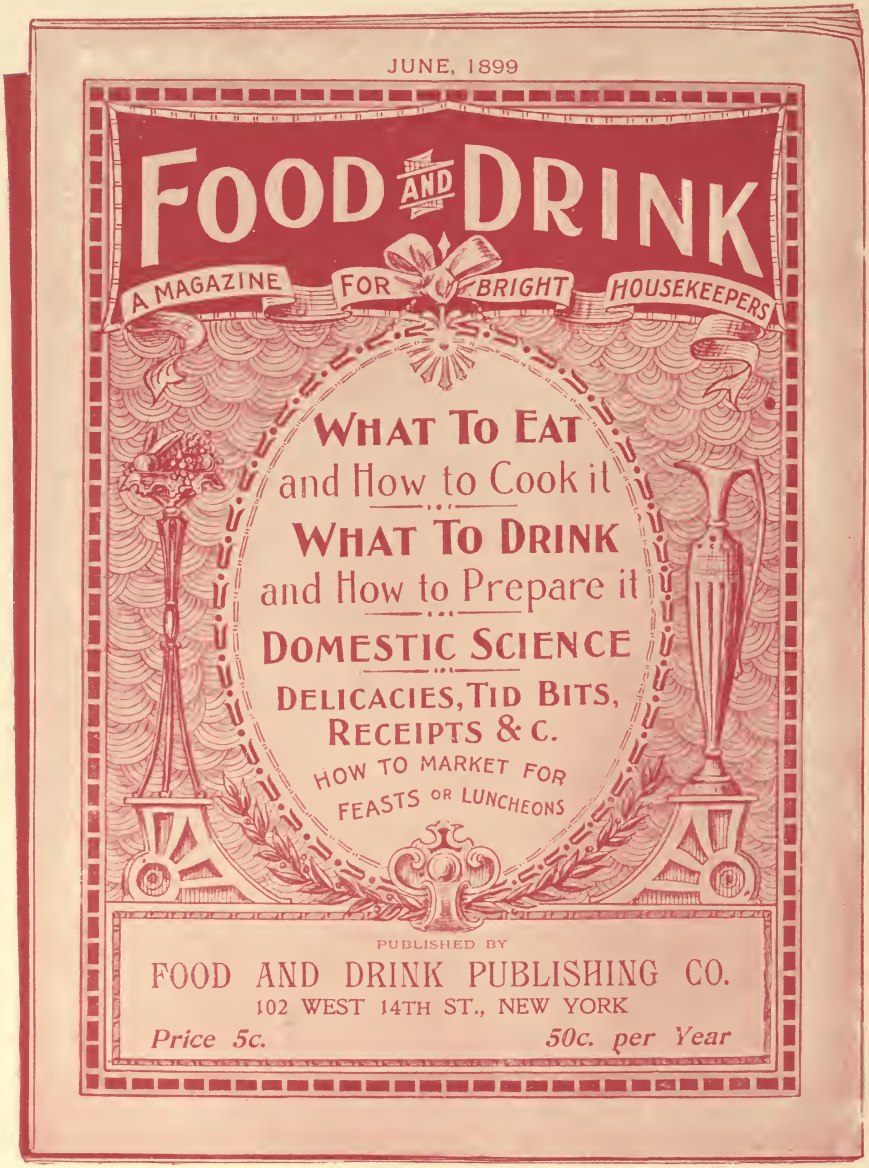
Average Circulation in 1898, 2,500

The two papers reach a prosperous class of people in Southwestern Iowa, the Greatest Stock Country in the World.
For rates address

W. H. ROBB, Manager
CRESTON, IOWA

Leading Dailies and Weeklies—*Continued.*

WESTERN STATES—Iowa.	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Council Bluffs, c.h. 21,474—Pottawattamie Co.			
Globe Democrat Dem-Eve-D	2,800	.02	
Globe-Democrat Dem-Fr-W	3,500	.03	
Nonpareil Rep—Morn—D	3,200	.04¾	
Nonpareil Rep—Th—W	4,000	.05½	
Creston, 7,200—Union Co.			
Advertiser Dem—Eve—D	1,000	.02	
Advertiser Dem-Tu & Fr-SW	1,050	.02	
Gazette Rep—Eve—D	1,000	.02	
Gazette Rep—Th—W	2,100	.02	
American Morn ex Mo—D	1,500	.02	
Independent American Th-W	2,400	.03½	
Davenport, c.h., 26,872—Scott Co.			
Democrat Dem—Eve—D	7,400	.08⅓	
Democrat Dem—Su—W	7,800	.08⅓	
Democrat Dem—Th—W	8,800	.08⅓	
Demokrat Ind-Morn-D	3,500	.03	
Demokrat Ind-We & Sa-SW	4,150	.04	
Demokrat Ind—Th—W	13,250	.10	
Leader Dem—Eve ex Sa—D	7,600	.02½	
Leader Dem—Su—W	8,000	.02½	
Leader Dem—We—W	9,500	.02½	
Republican and Tribune Rep—Morn ex Mo—D	3,500	.03½	
Republican and Tribune Rep—Su—W	3,700	.03½	
Republican Rep—We—W	2,500	.03½	
Times Rep—Eve—D	3,800	.04	
Times Rep—We and Sa—SW	4,900	.04	
DES MOINES, c.h., 50,093—Polk Co.			
Capital Rep—Eve—D	8,500	.02½	
Capital Rep—Th—W	3,000	.02½	
Register Rep—Morn—D	9,000	.10	
Register Rep—Su—W	10,000	.10	
Register Rep—Fr—W	25,500	.25	
Leader Ind—Morn ex Mo—D	16,000	.08	
Leader Ind—Su—W	17,000	.09	
Leader Ind—Th—W	13,500	.09	
News Ind—Eve—D	24,000	.04	
News Ind—Tu and Fr—SW	4,500	.02	
Gazette Dem—Th—W	3,500	.03	
Dubuque, c.h., 40,574—Dubuque Co.			
Globe-Journal Ind—Eve—D	4,500	.05	
Herald Dem—Morn—D	3,500	.12½	
Herald Dem—Su—W	4,400	.12½	
Herald Dem—Fr—W	5,300	.12½	
Telegraph Dem—Eve—D	6,000	.05½	
Telegraph Dem—Su—W	6,500	.05½	
Telegraph Dem-Tu & Fr-SW	14,000	.14¼	
Times Rep—Morn ex Mo—D	7,000	.05	
Times Rep—Tu and Fr—SW	7,800	.07	



FOOD AND DRINK publishes 150,000 magazines monthly. It is a co-operative magazine published by the retail grocerymen. They are in closer touch with the homes than any other merchant in the land. This magazine is sold to none but the highest class grocerymen, therefore it goes into the homes of the best families. Everybody eats; everybody drinks. Everybody is interested in eating and drinking. If you want to sell goods, advertise in Food and Drink and you will reach the consumer.

For further particulars write to

FOOD AND DRINK PUBLISHING CO., 102 W. 14th St., New York

Leading Dailies and Weeklies—*Continued.*

WESTERN STATES—Iowa.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Fort Dodge, c.h., 5,000—Webster Co.				
Chronicle	Dem—Eve—D	1,000	.02	
Chronicle	Dem-We & Sa-SW	1,900	.02	
Messenger	Rep—Eve—D	900	.01	
Messenger	Rep-Tu & Fr-SW	2,300	.02	
Fort Madison, c.h., 7,901—Lee Co.				
Democrat	Dem—Eve—D	1,100	.02¼	
Democrat	Dem—We—W	2,100	.04½	
Iowa City, c.h., 7,016—Johnson Co.				
Press	Dem—Eve—D	1,000	.02	
Press	Dem—We—W	2,000	.02	
Republican	Rep—Eve—D	1,200	.01¾	
Republican	Rep—We—W	1,900	.01¾	
Keokuk, 14,101—Lee Co.				
Constitution-Democrat	Dem—Eve—D	4,180	.05½	
Constitution-Democrat	Dem—We—W	6,800	.07¼	
Gate City	Rep-Morn-D	3,200	.05½	
Gate City	Rep—Su—W	4,200	.06	
Gate City	Rep—Th—W	5,100	.07¼	
Marshalltown, c.h., 8,914—Marshall Co.				
Times-Republican	Rep Eve D	4,900	.04¾	
Times-Republican	Rep—Tu and Fr—SW	5,800	.05½	
Statesman-Press	Morn—D	1,250	.02	
Statesman-Press	Fr—W	3,800	.03	
Muscatine, c.h., 11,454—Muscatine Co.				
Journal	Rep—Eve—D	1,000	.01¾	
Journal	Rep-Tu Th & Sa-TW	2,600	.01¾	
News-Tribune	Dem-Morn-D	1,100	.02	
News-Tribune	Dem—Tu and Fr—SW	3,250	.03	
Oskaloosa, c.h., 8,555—Mahaska Co.				
Herald	Rep—Eve—D	1,500	.02	
Herald	Rep—Th—W	2,500	.02	
Journal	Dem—Eve—D	1,000	.01	
Journal	Dem—Fr—W	2,700	.01	
Ottumwa, c.h., 14,001—Wapello Co.				
Courier	Rep—Eve—D	3,700	.03½	
Courier	Rep—Th—W	3,775	.03½	
Democrat	Dem-Morn-D	1,000	.02½	
Democrat	Dem—We—W	2,000	.02½	
Press	Ind—Sa—W	4,000	.03	
Sioux City, c.h., 37,806—Woodbury Co.				
Journal	Rep-Morn & Su-D	8,100	.03½	
Times	Ind—Eve—D	4,500	.03½	
Journal	Rep-Tu & Fr-SW	4,427	.03½	

Kansas City Presse

Consolidated with Post-Tribüne

(GERMAN)

Circulation over 5,000

Both Twin Cities—Kansas City, Missouri; Kansas City, Kansas. German population over 45,000.

Daily and Weekly.

Weekly circulation **6,200,** mostly in Missouri, Kansas, Indian Territories.

Houston Daily Herald

(Texas)

The best and most popular evening paper

W. H. BAILEY, Prop.

Iowa Catholic Messenger

Published Weekly since 1882 at DAVENPORT, IOWA, Fred. B. Sharon, Publisher

Circulates in every County in Iowa, in Western Illinois, Eastern Nebraska, North and South Dakota, with subscribers scattered throughout nearly every state in the Union.

THE MESSENGER represents the Catholics of the West and all Catholic and Irish Societies of the State.

Actual Average Circulation for the last six months, 4,807

The Largest and Most Influential

list of *German papers* through which to reach *prosperous* Germans and their families is

The Daily and Sunday Milwaukee Herold,

The Weekly Herold,

and that great weekly *German Farm Journal,*

The Acker and Gartenbau Zeitung.

Judicious advertisers all over the land use these papers liberally. *Each paper has its own distinct readers. No duplication when you use this list. Advertising rates reasonable. Service the very best.* Rates and sample copies from any legitimate advertising agency, or direct from

The Herold Co., Milwaukee, Wis.

Leading Dailies and Weeklies—*Continued.*

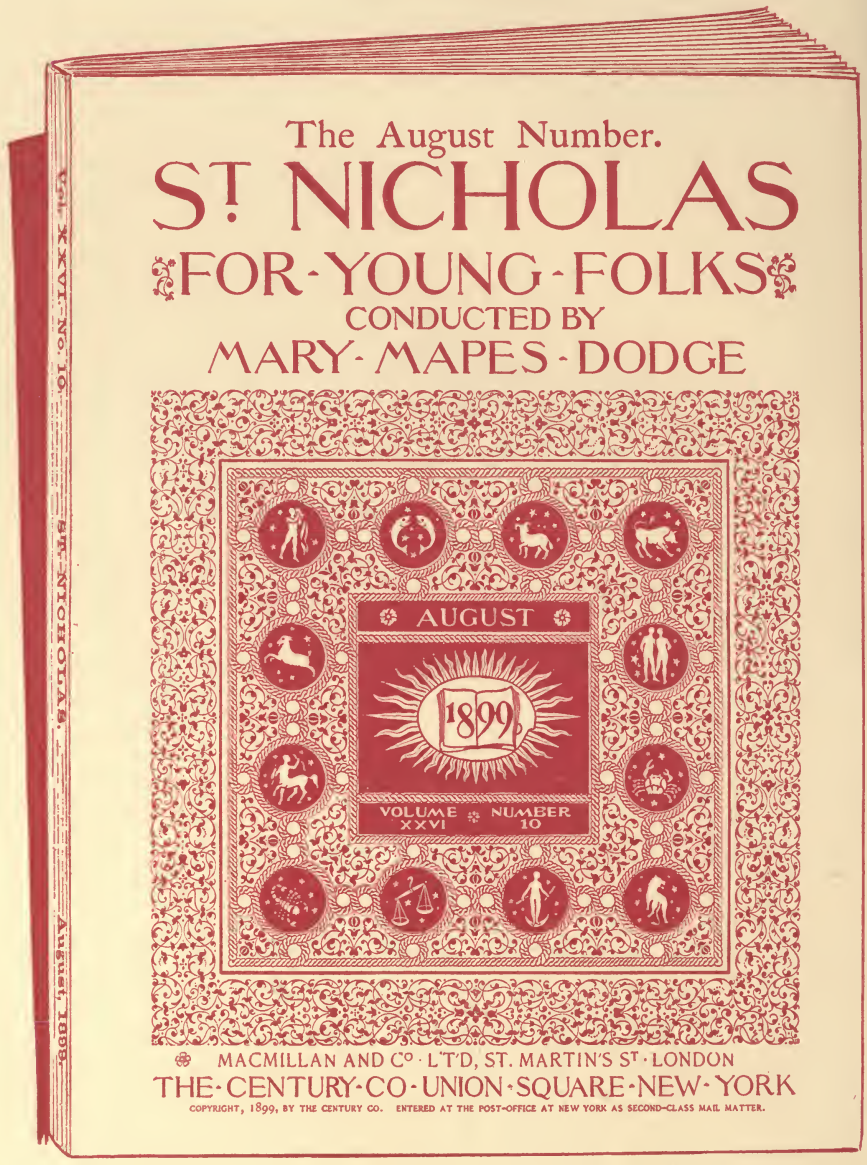
WESTERN STATES—Iowa.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
SIOUX CITY—Continued.				
Tribune	Dem—Eve—D	8,200	.04¼	
Tribune	Dem—We—W	3,500	.03½	
Waterloo, c.h., 6,674—Blackhawk Co.				
Courier	Rep—Eve—D	1,700	.02	
Courier	Rep-Tu & Fr-SW	1,750	.02	
Reporter	Rep—Eve—D	1,300	.02	
Reporter	Rep-Tu & Fr-SW	1,800	.02	
MISSOURI.				
Carthage, c.h., 8,100—Jasper Co.				
Democrat	Dem-Morn-D	1,600	.02	
Democrat	Dem—Su—W	2,000	.02	
Democrat	Dem—Th—W	5,400	.05	
Evening Press	Rep—Eve—D	1,100	.02	
Press	Rep—Th—W	2,400	.03	
Chillicothe, c h., 10,000—Livingston Co.				
Constitution	Dem—Eve—D	800	.01	
Constitution	Dem-Mo-Th-SW	2,000	.02	
Mail & Star	Dem—Eve—D	780	.01	
Mail & Star	Dem-Tu-Fr-SW	1,100	.02	
Hannibal, 15,000—Marion Co.				
Courier-Post	Rep—Eve—D	2,300	.03	
Courier-Post	Rep—Fr—W	850	.01	
Journal	Dem—Morn—D	1,000	.02	
Journal	Dem—Th—W	1,400	.02	
JEFFERSON CITY, c.h., 10,000—Cole Co.				
Tribune	Dem—Morn—D	900	.01	
Tribune	Dem—We—W	3,000	.03	
Joplin, 9,943—Jasper Co.				
Herald	Dem—Morn—D	2,300	.03	
Herald	Dem—Su—W	2,750	.03	
News	Rep—Eve—D	1,400	.03	
Mining News	Rep—Fr—W	700	.02	
Kansas City, 200,000—Jackson Co.				
Journal	Rep—Morn—D	39,000	.15	
Journal	Rep—Su—W	40,000	.20	
Journal and Agriculturist	Agri—Th—W	32,500	.25	
Mail	Rep—Eve—D	6,000	.09	
Mail	Rep—Tu—W	22,500	.10	
Presse	Rep—Eve—D	4,500	.06	
Presse (German)	Th—W	6,500	.08	
Star	Ind—Eve—D	85,000	.15	
Star	Ind—Su—W	90,000	.20	
Star	Ind—We—W	128,000	.35	
Times	Dem—Morn—D	27,000	.10	
Times	Dem—Su—W	22,700	.12½	
Times	Dem—Tu and Fr—SW	37,300	.25	
World	Ind—Eve—D	54,000	.15	
World	Ind—Su—W	31,000	.15	

ST. NICHOLAS is the only MAGAZINE of its class. The people who appreciate the value of the best literature for young folks and who are able to buy it are the most desirable customers for any good thing.

(See page 142.)

Leading Dailies and Weeklies—*Continued.*

WESTERN STATES—Missouri.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Nevada, c.h., 7,262—Vernon Co.				
Post	Dem—Eve—D	1,100	.02	
Post	Dem—Fr—W	1,800	.02	
Mail	Dem—Eve—D	1,100	.02	
Mail	Dem—Fr—W	2,800	.03	
St. Joseph, c.h., 75,000—Buchanan Co.				
Gazette	Dem—Morn—D	5,500	.12½	
Gazette	Dem—Su—W	6,100	.12½	
Gazette	Dem—Tu & Fr—SW	3,000	.05½	
Herald	Rep—Morn—D	6,800	.05½	
Herald	Rep—Su—W	7,400	.05½	
Herald	Rep—Th—W	9,000	.05½	
News	Ind—Eve—D	17,000	.08	
News	Ind—Fr—W	4,000	.02	
St. Louis, 543,000—St. Louis City Co.				
Amerika	Dem—Morn—D	12,800	.10	
Amerika	Dem—Su—W	17,000	.10	
Amerika	Dem—We—W	29,000	.15	
Chronicle	Ind—Eve—D	108,000	.20	
Globe-Democrat	Rep Morn D	89,000	.25	
Globe-Democrat	Rep-Su-W	98,800	.30	
Globe-Democrat	Rep—Tu and Fr—SW	114,000	.65	
Post-Dispatch	Ind—Eve—D	107,000	.25	
Post-Dispatch	Ind—Su—W	119,000	.30	
Post-Dispatch	Ind—Th—W	20,000	.15	
Republic	Dem—Morn—D	55,000	.25	
Republic	Dem—Su—W	65,000	.30	
Republic	Dem—Mo-Th—SW	105,000	.75	
Star	Rep—Eve—D	80,300	.20	
Star	Rep—Su—W	68,800	.20	
Westliche Post	Rep-Morn-D	34,000	.15	
Westliche Post (German)	Rep—Tu and Fr—SW	31,000	.15	
Abend-Anzeiger	Ind-Eve-D	22,500	.15	
Anzeiger des Westens (German)	Ind—We—W	27,000	.15	
Miss. Blaetter	Rep—Su—W	75,000	.15	
Sedalia, c.h., 20,000—Pettis Co.				
Capital	Rep-Morn-D	2,600	.03	
Capital	Rep—Su—W	2,300	.03	
Capital	Rep—Th—W	3,800	.03	
Democrat	Dem-Eve-D	2,400	.03	
Democrat	Dem—Su—W	2,700	.03	
Democrat	Dem—Fr—W	2,000	.03	
Sentinel	Dem—Eve—D	1,800	.02	
Sentinel	Dem—Th—W	1,300	.02	
Springfield, c.h., 35,000—Greene Co.				
Leader Democrat	Eve—D	6,000	.04	
Leader Democrat	Dem-Fr-W	4,600	.08	
Republican	Rep—Morn—D	4,100	.03½	
Republican	Rep—Th—W	2,600	.03	


The August Number.
ST NICHOLAS
FOR·YOUNG·FOLKS
CONDUCTED BY
MARY·MAPES·DODGE
AUGUST
1899
VOLUME XXVI
NUMBER 10
MACMILLAN AND Co·L'T'D, ST. MARTIN'S St·LONDON
THE·CENTURY·CO·UNION·SQUARE·NEW·YORK
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VOL. XXVI. No. 10. ST. NICHOLAS. August, 1899.

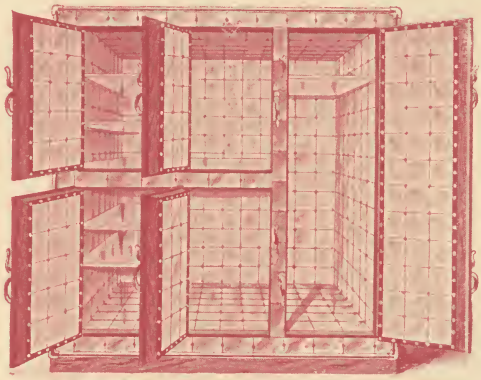
Leading Dailies and Weeklies—*Continued.*

Western States.

KANSAS.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Arkansas City, 8,347—Cowley Co.				
Traveler	Rep—Morn—D	1,300	.02	
Republican Traveler	Rep—Th—W	1,450	.02	
Atchison, c.h., 13,963—Atchison Co.				
Champion	Rep—Eve—D	1,000	.07¼	
Champion	Rep—Th—W	1,500	.07¼	
Globe	Ind—Eve—D	3,000	.07¼	
Globe	Ind—Th—W	4,500	.07¼	
Emporia, c.h., 7,551—Lyon Co.				
Gazette	Rep—Eve—D	1,200	.02	
Gazette	Rep—Th—W	1,600	.02	
Republican	Rep—Eve—D	1,800	.01	
Republican	Rep—Th—W	2,000	.01	
Fort Scott, c.h., 11,946—Bourbon Co.				
Monitor	Rep—Morn—D	1,000	.01¾	
Monitor	Rep-We & Sa-SW	2,500	.02¾	
Tribune	Dem—Eve—D	1,400	.02	
Tribune	Dem—Th—W	1,800	.02	
Hutchinson, c.h., 9,500—Reno Co.				
News	Rep—Eve—D	2,275	.01	
News	Rep—Th—W	1,850	.01	
Kansas City, c.h., 41,000—Wyandotte Co.				
Gazette	Rep—Eve—D	2,400	.04	
Gazette	Rep—Th—W	3,600	.06	
Lawrence, c.h., 9,997—Douglas Co.				
Journal	Rep—Eve—D	2,100	.02	
Journal	Rep—Sa—W	2,650	.02	
World	Rep—Eve—D	2,200	.02	
World	Rep—Th—W	2,500	.02	
Leavenworth, c.h., 19,768—Leavenworth Co.				
Standard	Dem—Eve—D	3,750	.09	
Standard	Dem—Fr—W	6,500	.09	
Times	Rep—Morn ex Mo—D	9,000	.08⅓	
Times	Rep—Th—W	11,400	.08⅓	
Newton, c.h., 5,605—Harvey Co.				
Republican	Rep—Eve—D	1,000	.02	
Republican	Rep—Fr—W	1,700	.02	
Parsons, 6,736—Labette Co.				
Eclipse	Ind—Eve—D	1,000	.02	
Eclipse	Ind—We—W	3,100	.03	
Sun	Rep—Morn ex Mo—D	3,500	.10	
Sun	Rep—Th—W	3,700	.03	
Pittsburg, 8,000—Crawford Co.				
Headlight	Rep—Eve—D	1,775	.02	
Headlight	Rep—Th—W	950	.01	

"Entirely of Tile"



Do you want the **newest** and **best** refrigerator, made of porcelain outside and inside—doors with tile or heavy plate glass, no chance to warp, no odor, always clean, and will last a lifetime?

If so, send for descriptive catalog to

THE F. A. WILKE CO., Richmond, Ind.

This advertisement, one-quarter page, appeared in the issues of

The Century Magazine

for April, May, June, July and August.

Richmond, Ind., August 17, 1899.

The Century Co., 33 East 17th St., New York, N. Y.

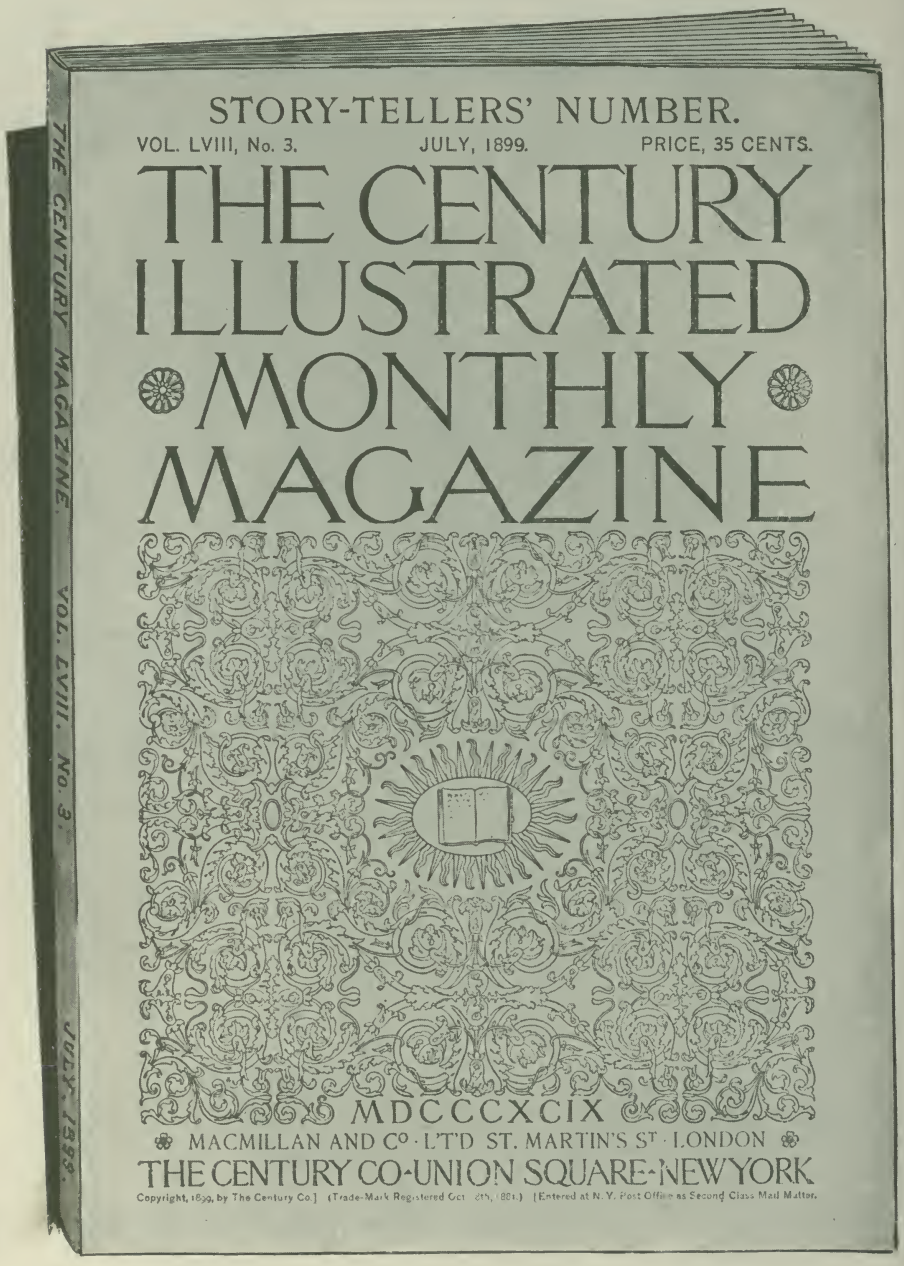
Gentlemen: The advertisement inserted for us in your magazine has been the means of simply snowing us under with orders. We recognize by experience the value of *The Century* as an advertising medium, and to say that we are pleased with the results that followed the insertion of our advertisement in your magazine would express it mildly. Certainly we must acknowledge that it has been the means of building up for us a business far beyond our ability to take care of; in fact, we have been obliged to refuse orders all during the season.

Very truly yours,

(Signed) The F. A. Wilke Co.

Leading Dailies and Weeklies—*Continued.*

WESTERN STATES—Kansas.	Estimated Circ.	Pubs. one t. rate.	Memorandum.
PITTSBURG—Continued.			
Tribune Rep—Eve ex Mo—D	1,100	.02	
Tribune Rep—We—W	700	.01	
TOPEKA, c.h., 31,007—Shawnee Co.			
Capital Rep—Morn—D	12,000	.07¼	
Capital Rep—Su—W	13,000	.07¼	
Capital Agl—Tu and Fr—SW	16,000	.03	
Democrat Dem—Eve—D	1,500	.03	
Journal Rep—Eve—D	13,500	.07	
Journal Rep—Th—W	2,000	.01	
Wichita, c.h., 23,853—Sedgwick Co.			
Beacon Dem—Eve—D	5,400	.06	
Beacon Dem—Fr—W	1,800	.03	
Eagle Rep—Morn ex Mo—D	14,000	.10	
Eagle Rep—Su—W	12,000	.10	
Eagle Rep—Fr—W	7,750	.10¾	
Winfield, c.h., 5,184—Cowley Co.			
Courier Rep—Eve—D	1,250	.01	
Courier Rep—Th—W	2,500	.01¾	
NEBRASKA.			
Beatrice, c.h., 13,836—Gage Co.			
Express Rep—Eve—D	950	.01	
Express Rep—Th—W	900	.01	
Hastings, c.h., 13,700—Adams Co.			
Republican Rep—Eve—D	1,100	.02	
Republican Rep—Sa—W	1,300	.02	
Kearney, c.h., 11,000—Buffalo Co.			
Hub Rep—Eve—D	725	.01	
Hub and Cent. Neb. Press Rep—Mo and We—SW	1,100	.02	
LINCOLN, c.h., 57,000—Lancaster Co.			
News-Call Rep—Eve—D	4,800	.03½	
News-Call Rep-Mo & Th-SW	2,800		
Journal Rep—Morn—D	12,400	.07¼	
Journal Rep—Su—W	15,900	.07¼	
Journal Rep—Tu & Fr—SW	27,000	.14½	
Nebraska City, c.h., 14,000—Otoe Co.			
Press Rep—Morn ex Mo—D	1,200	.02	
Press Rep—We and Sa—SW	2,400	.03	
News Dem—Eve—D	1,400	.02	
News Dem—Tu and Fr—SW	5,400	.05	


STORY-TELLERS' NUMBER.
VOL. LVIII, No. 3. JULY, 1899. PRICE, 35 CENTS.
THE CENTURY ILLUSTRATED MONTHLY MAGAZINE
MDCCCXCIX
MACMILLAN AND Co · L'T'D ST. MARTIN'S ST · LONDON
THE CENTURY CO·UNION SQUARE·NEW YORK
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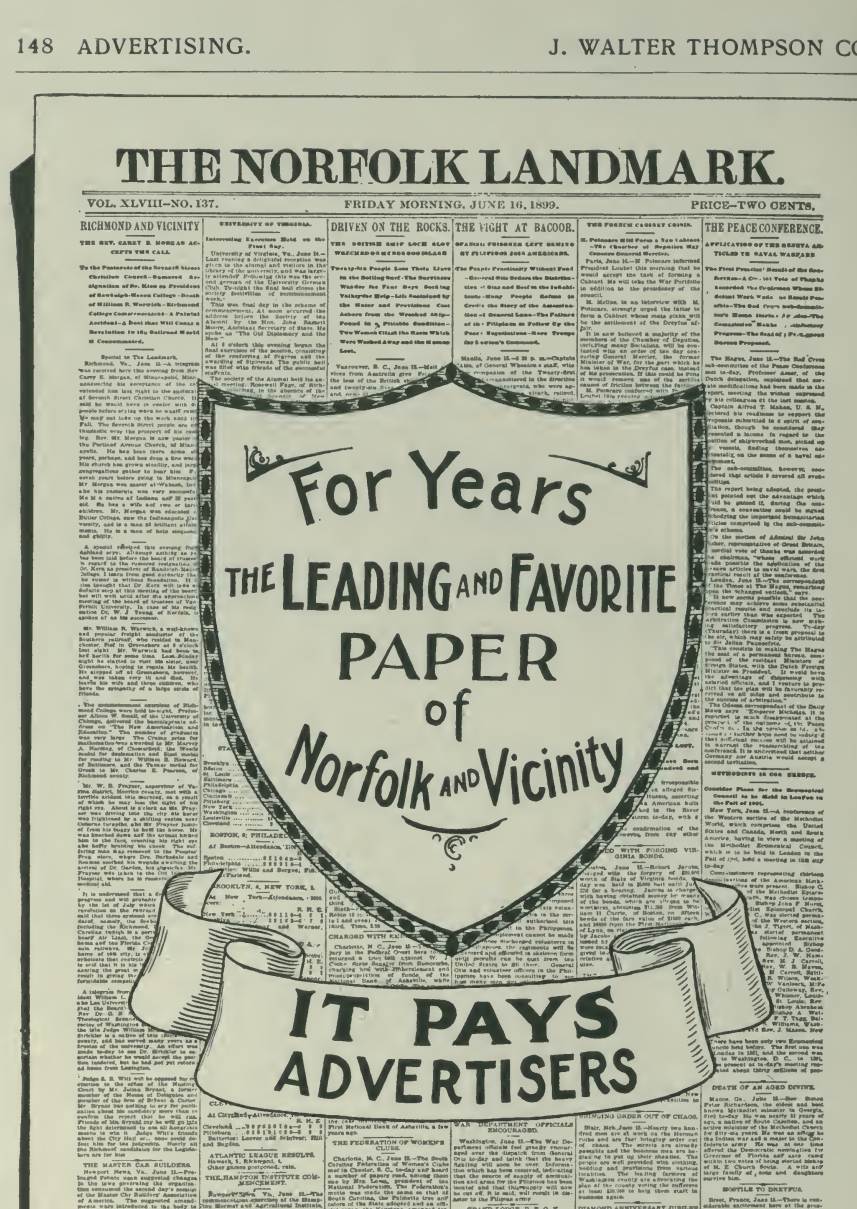
THE CENTURY MAGAZINE. VOL. LVIII. No. 3. JULY, 1899.

Leading Dailies and Weeklies—*Continued.*

WESTERN STATES—Nebraska.	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Omaha, c.h., 145,000—Douglas Co.			
Bee Rep—Morn and Eve—D	22,500	.10	
Bee Rep—Su—W	20,000	.10	
Bee Rep—We—W	37,500	.20	
Post-Tribuene Ind-Eve-D	4,200	.05	
Neb. Vorwaertz Rep-Th-W	10,000	.08	
World-Herald Ind—Morn and Eve—D	28,600	.10	
World-Herald Ind—Su—W	28,000	.10	
World-Herald Ind-Tu-Fr-SW	16,000	.12	
NORTH DAKOTA.			
BISMARCK, c.h., 5,100—Burleigh Co.			
Tribune Rep—Eve—D	1,000	.02	
Tribune Rep—Fr—W	2,100	.03	
Fargo, c.h., 8,900—Cass Co.			
Argus Rep—Morn ex Mo—D	3,200	.02¾	
Argus Rep—Su—W	3,900	.03½	
Argus Rep—Th—W	3,500	.02½	
Forum and Republican Rep—Eve—D	2,600	.02½	
Forum and Republican Rep—Fr—W	2,700	.04	
Grand Forks, c.h., 8,100—Grand Forks Co.			
Herald Rep—Morn ex Mo—D	2,100	.03½	
Herald Rep—Fr—W	1,500	.02	
Plaindealer Dem—Eve—D	2,375	.03	
Plaindealer Dem—Th—W	2,800	.03	
SOUTH DAKOTA.			
Deadwood, c.h., 6,400—Lawrence Co.			
Pioneer-Times Dem-Morn-D	1,600	.05½	
Pioneer-Times Dem-Th-W	1,400	.07¼	
Sioux Falls, c.h., 10,000—Minnehaha Co.			
Argus Leader Rep—Eve—D	3,900	.03½	
Argus Leader Rep—Morn—D	4,400	.03½	
Argus Leader Rep—We—W	2,400	.03½	
Press Ind—Morn ex Mo—D	3,400	.01¼	
Press Ind—Fr—W	1,500	.02	

Perseverance and diligence in advertising produce results just as the same qualities do in other lines of endeavor.

With a complete stock on hand, the seller has the problem of disposing of it. If he is sagacious, he takes the quickest and best road to accomplish this. He advertises his goods.



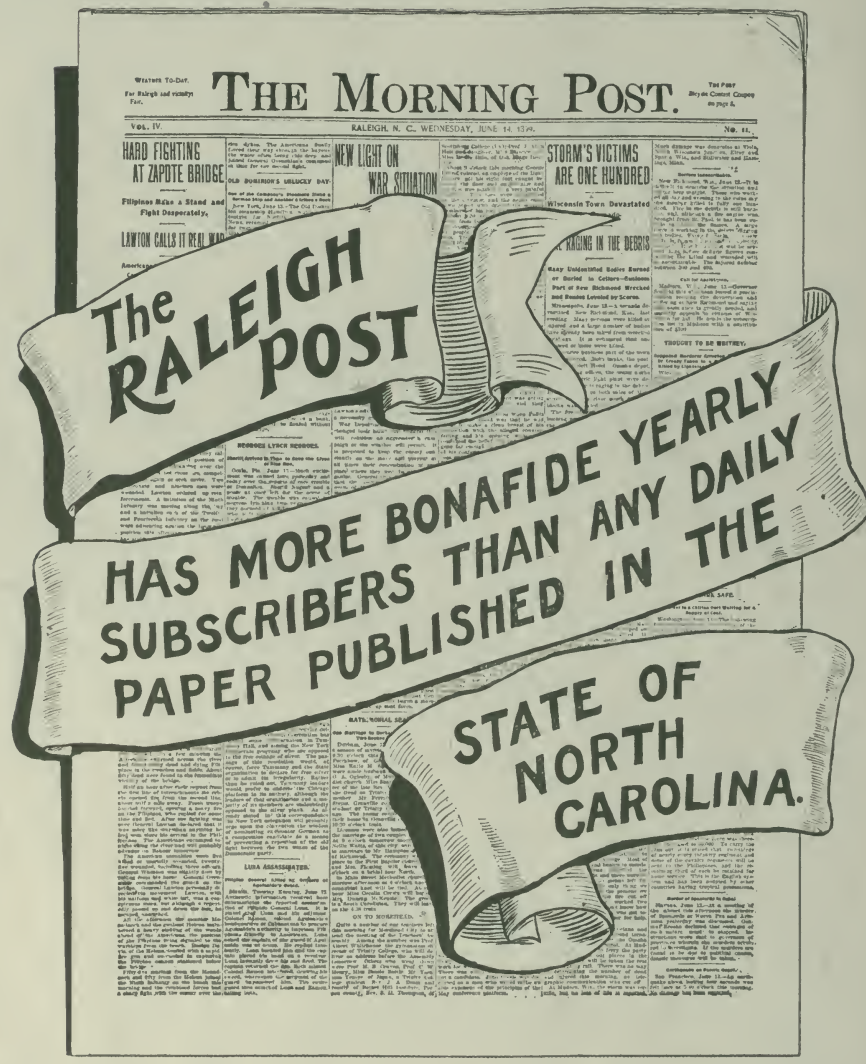
For Advertising Rates apply to STEVE W. FLOYD in charge of Foreign Advertising, American Tract Society Building, New York

Leading Dailies and Weeklies—*Continued.*

SOUTHERN STATES.

VIRGINIA.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Charlottesville, c.h,, 7,800—Albemarle Co.				
Progress	Dem—Eve—D	1,500	.02	
Chronicle	Dem—Th—W	1,900	.02	
Danville, 15,000—Pittsylvania Co.				
Register	Dem—Morn ex Mo—D	1,150	.02	
Register	Dem—Th—W	1,300	.02	
Lynchburg, 20,500—Campbell Co.				
Advance	Dem—Eve—D	1,200	.02	
Advance	Dem—Th—W	1,500	.02	
News	Dem—Morn ex Mo—D	2,600	.05½	
News	Dem—Th—W	3,100	.05½	
Norfolk, 42,500—Norfolk Co.				
Dispatch	Dem—Eve—D	1,650	.02	
Landmark	Dem—Morn—D	7,500	.07¼	
Landmark	Dem—Su—W	8,000		
Public Ledger	Ind—Eve—D	2,400	.05	
Virginian	Dem—Morn—D	9,500	.09¾	
Virginian	Dem—Su—W	9,900	.10	
Petersburg, 22,680—Dinwiddie Co.				
Index-Appeal	Dem-Morn-D	4,200	.05	
Index-Appeal	Dem—Su—W	4,100		
Index-Appeal	Dem—We—W	1,800	.02	
Portsmouth, c.h., 15,000—Norfolk Co.				
Star	Dem—Eve—D	1,750	.02	
RICHMOND, c.h., 84,000—Henrico Co.				
Dispatch	Dem—Morn ex Mo—D	10,500	.07¼	
Dispatch	Dem—Su—W	15,800	.09	
Dispatch	Dem-Tu & Fr-SW	11,000	.09	
Leader	Dem—Eve—D	8,500	.08	
State	Dem—Eve—D	4,800	.08	
State	Dem—Su—W	3,000	.05	
Times	Dem—Morn ex Mo—D	8,100	.08	
Times	Dem—Su—W	9,700	.07¼	
Times	Dem—Mo and Th—SW	3,500	.09	
Roanoke, 19,800—Roanoke Co.				
World	Dem—Eve—D	2,250	.03	
World	Dem—Sa—W	1,750	.02	
Times	Ind—Morn ex Mo—D	2,200	.03	



For Advertising Rates apply to

STEVE W. FLOYD, in charge of Foreign Advertising

AMERICAN TRACT SOCIETY BUILDING

NEW YORK

Leading Dailies and Weeklies—*Continued.*

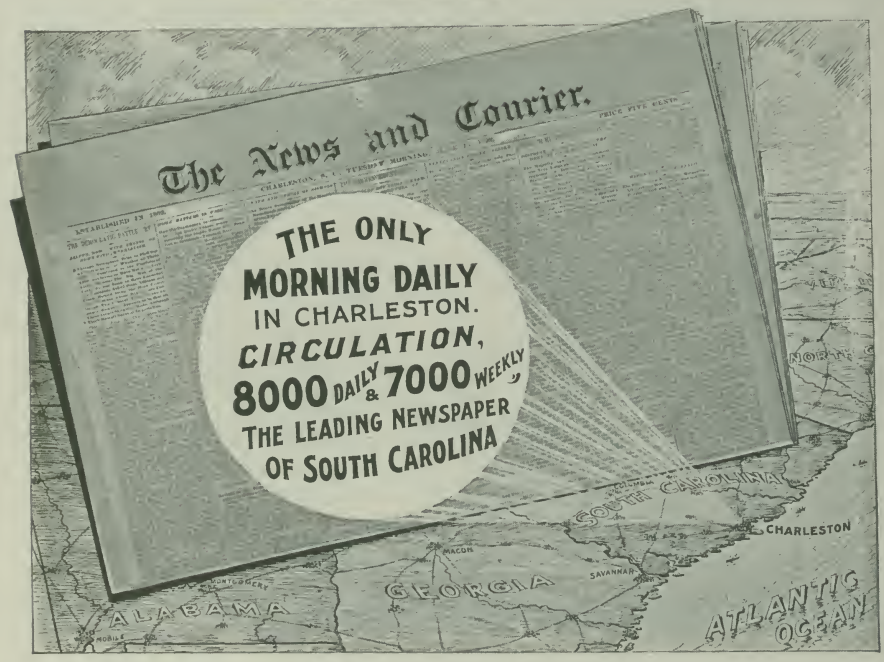
Southern States.

WEST VIRGINIA.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
CHARLESTON, c.h., 12,800—Kanawha Co.				
Gazette	Dem—Morn—D	2,500	.05½	
Gazette	Dem—We—W	1,800	.05½	
Mail-Tribune	Rep-Eve-D	2,400	.03	
Mail-Tribune	Rep—Th—W	1,800	.02	
West Virginian	Rep-Eve-D	1,000	.02	
Huntington, c.h., 13,000—Cabell Co.				
Advertiser	Dem—Eve—D	1,100	.02	
Advertiser	Dem—Th—W	780	.01	
Martinsburg, c.h., 7,500—Berkeley Co.				
World	Dem—Eve—D	1,100	.03½	
World	Dem—Tu and Fr—SW	1,300	.07¼	
Parkersburg, c.h., 13,500—Wood Co.				
News	Rep—Morn—D	1,300	.04	
News	Rep—Su—W	1,800	.04	
Sentinel	Dem—Eve—D	1,600	.03½	
Sentinel	Dem—Tu & Fr—SW	1,900	.05½	
Journal	Rep—Eve—D	1,500	.03½	
Journal	Rep—Th—W	3,900	.05½	
Wheeling, c.h., 41,000—Ohio Co.				
News	Ind—Eve—D	7,100	.05½	
News	Ind—Su—W	7,500	.07¼	
News	Ind—Th—W	2,000	.07¼	
Intelligencer	Rep-Morn-D	5,800	.03½	
Intelligencer	Rep—Th—W	4,100	.04¾	
Register	Dem—Morn—D	9,500	.03½	
Register	Dem—Su—W	13,000	.04¾	
Register	Dem—We—W	8,700	.04¾	

NORTH CAROLINA.

Asheville, c.h., 15,000—Buncombe Co.				
Citizen	Dem—Eve—D	1,500	.03½	
Citizen	Dem—Tu & Fr—SW	700	.03½	
Gazette	Dem-Morn-D	2,000	.03½	
Gazette	Dem—Su—W	2,400	.03½	
Gazette	Dem—Th—W	600		
Charlotte, c.h., 14,000—Mecklenburg Co.				
News	Dem—Eve—D	2,500	.07¼	
Times-Democrat	Mo-Th-SW	3,400	.07¼	
Observer	Dem—Morn—D	4,500	.07¼	
Observer	Dem—Su—W	4,800		
Observer	Dem—Tu and Fr—SW	3,000	.07¼	
Durham, c.h., 10,000—Durham Co.				
Herald Ind—Morn ex Mo—D		1,200	.02	



South Carolina is proud of such an up-to-date daily paper as

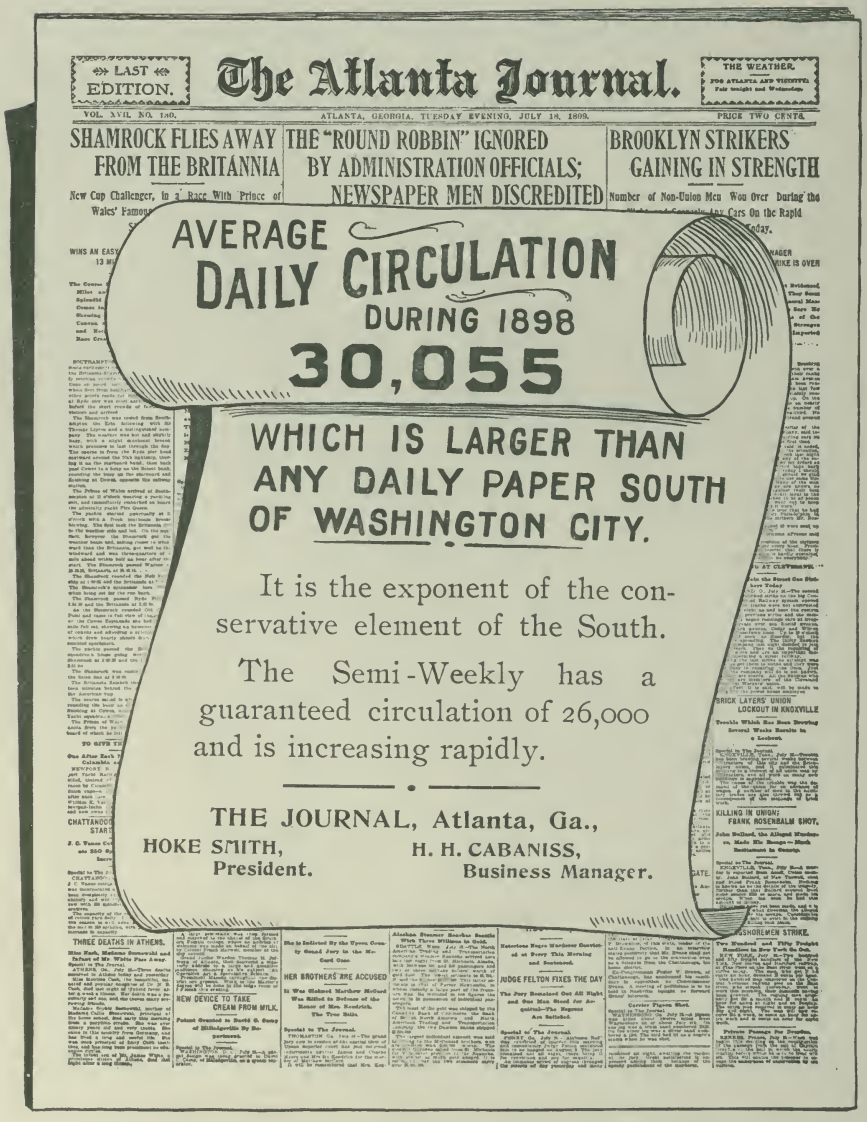
The State.

PUBLISHED AT COLUMBIA, THE CAPITAL, IT CIRCULATES OVER THE ENTIRE STATE.

STEVE W. FLOYD, 150 NASSAU STREET, NEW YORK.
Special Representative for Foreign Advertising.

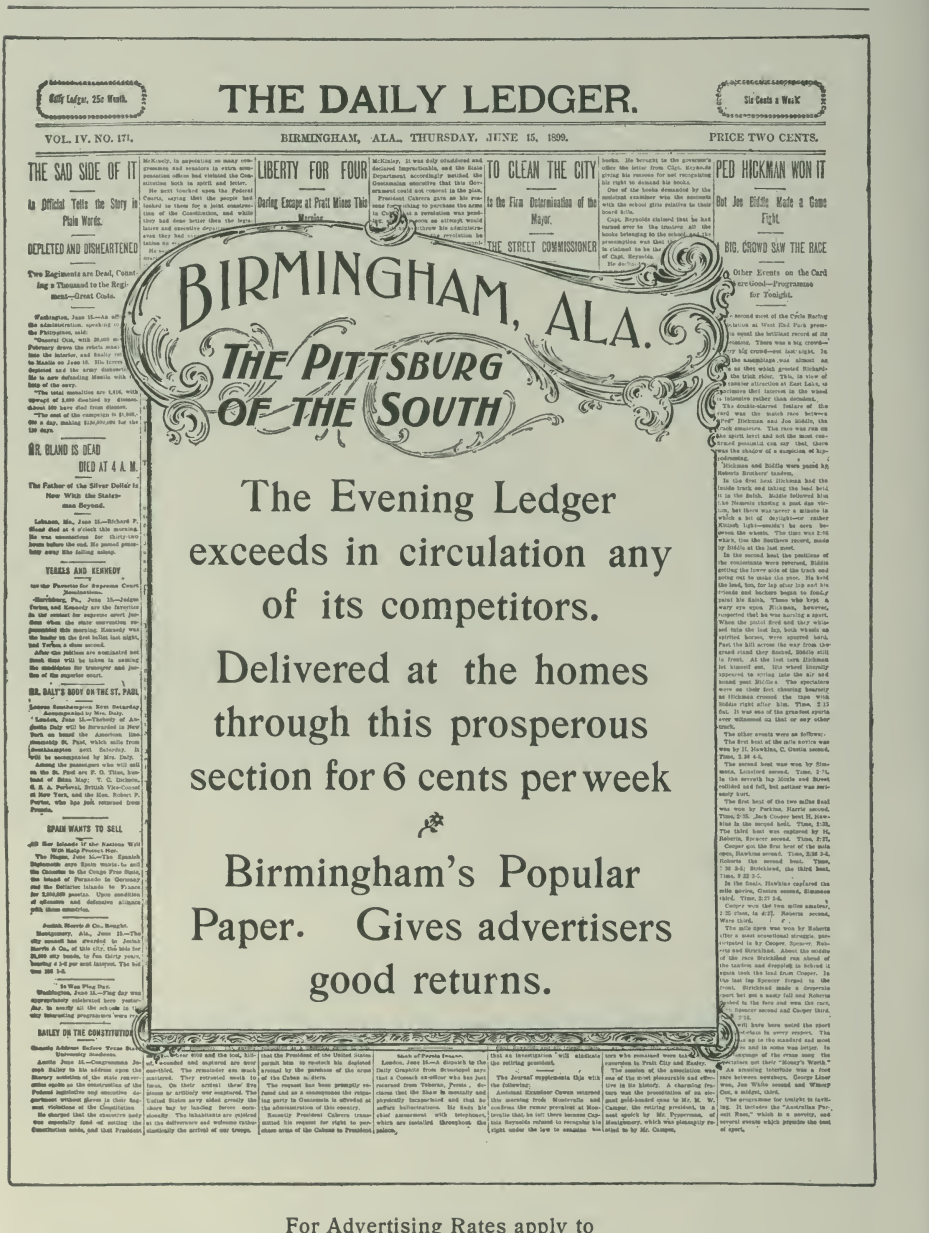
Leading Dailies and Weeklies—*Continued.*

SOUTHERN STATES—No. Carolina.		Estimated Circ.	Pubs. one t. rate	Memorandum.
Greensboro, c.h., 5,100—Guilford Co.				
Record	Dem—Eve—D	1,050	.02	
Record	Dem—Fr—W	500	.01	
RALEIGH, c.h., 18,000—Wake Co.				
Post	Dem—Morn ex Mo—D	6,200	.05	
Post	Dem—Su—W	6,500		
Post	Dem—Th—W	12,000		
News and Observer	Dem—Morn ex Su—D	5,000	.07¼	
North Carolinian	Dem-Tu-W	5,800	.07¼	
Times-Visitor	Ind—Eve—D	1,500	.02	
Wilmington, c.h., 28.000—New Hanover Co.				
Messenger	Dem-Morn-D	2,500	.08⅓	
Messenger	Dem-Tu-Fr-SW	3,000	.08⅓	
Star	Dem—Morn ex Mo—D	1,800	.03	
Star	Dem—Fr—W	2,300	.03	
Winston, c.h., 11,000—Forsyth Co.				
Sentinel	Dem—Eve—D	1,000	.02	
Sentinel	Dem—Th—W	2,800	.03	
SOUTH CAROLINA.				
Charleston, c.h., 54,955—Charleston Co.				
Critic	Dem—Eve—D	2,900	.05	
Post	Dem—Eve—D	3,100	.10	
News and Courier (no cuts)	Dem—Morn—D	8,000	.10	
Sunday News	Dem—Su—W	7,400	.10	
News & Courier	Dem-We-W	6,800	.15	
COLUMBIA, c.h., 15,353—Richland Co				
State	Dem—Morn—D	5,400	.07¼	
State	Dem—Su—W	5,600	.07¼	
State	Dem—Tu and Fr—SW	1,500	.07¼	
Greenville, c.h., 10,800—Greenville Co.				
News	Dem—Morn ex Mo—D	1,600	.02	
News	Dem—Tu and Fr—SW	4,000	.05	
Spartanburg, c.h., 5,544—Spartanburg Co.				
Herald	Dem—Morn—D	2,000	.02	
Herald	Dem—Tu and Fr—SW	1,500	.02	
GEORGIA.				
Americus, c.h., 6,398—Sumter Co.				
Times-Recorder	DemMornD	1,500	.02	
Times-Recorder	Dem-Fr-W	2,800	.03	
Athens, c.h., 8,639—Clarke Co.				
Banner	Dem-Morn-D	900	.07¼	
Banner	Dem—Fr—W	2,500	.07¼	
ATLANTA, c.h., 65,353—Fulton Co.				
Constitution	Dem-Morn-D	19,000	.10	
Constitution	Su	28,000	.10	
Constitution	Dem—Mo—W	110,000	.75	


LAST EDITION.
The Atlanta Journal.
THE WEATHER.
VOL. XVII, NO. 160. ATLANTA, GEORGIA, TUESDAY EVENING, JULY 18, 1899. PRICE TWO CENTS.
SHAMROCK FLIES AWAY FROM THE BRITANNIA
THE "ROUND ROBBIN" IGNORED BY ADMINISTRATION OFFICIALS; NEWSPAPER MEN DISCREDITED
BROOKLYN STRIKERS GAINING IN STRENGTH
AVERAGE DAILY CIRCULATION DURING 1898
30,055
WHICH IS LARGER THAN ANY DAILY PAPER SOUTH OF WASHINGTON CITY.
It is the exponent of the conservative element of the South.
The Semi-Weekly has a guaranteed circulation of 26,000 and is increasing rapidly.
THE JOURNAL, Atlanta, Ga.,
HOKE SMITH, President.
H. H. CABANISS, Business Manager.

Leading Dailies and Weeklies—*Continued.*

SOUTHERN STATES—Georgia.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
ATLANTA—Continued.				
Journal	Dem-Eve ex Su-D	30,000	.10	
Journal	Dem—Th—W	26,000	.10	
Augusta, c.h., 38,000—Richmond Co.				
Chronicle	Dem-Morn-D	6,500	.08½	
Chronicle	Su	7,000	.08½	
Chronicle	Dem-Tu-Fr-SW	5,200	.08½	
Herald	Dem-Eve ex Su-D	6,000	.07	
Herald	Su	5,500	.07	
Herald	Fr—W	3,100	.07	
Tribune	Pop-Eve ex Su-D	1,900	.03½	
Georgia Tribune	Pop-Fr-W	1,500	.02	
Brunswick, c.h., 8,459—Glynn Co.				
Call	Dem—Morn ex Mo—D	1,300	.02	
Times	Dem—Morn—D	900	.02	
Times	Dem—Su—W	1,100	.02	
Columbus, c.h., 17,303—Muscogee Co.				
Enquirer-Sun	Dem-Morn-D	4,200	.07¼	
Enquirer-Sun	Su	4,750	.07¼	
Enquirer-Sun	Dem-Sa-W	5,500	.07¼	
Ledger	Dem-Eve ex Sa-D	5,000	.05½	
Ledger	Dem—Su—W	5,500	.05½	
Ledger	Dem—Fr—W	1,000	.02	
Macon, c.h., 22,746—Bibb Co.				
News	Dem—Eve ex Su—D	2,250	.03	
News	Dem—Su—W		.03	
Telegraph	Dem—Morn—D	6,600	.07¼	
Telegraph	Dem—Sa—W	7,500	.07¼	
Telegraph	Dem—Mo—W	5,300	.07¼	
Rome, c.h., 7,000—Floyd Co.				
Hustler and Commercial	Dem—Eve—D	1,250	.02	
Hustler and Commercial	Dem—Su—W	1,300	.02	
Courier	Dem—Th—W	2,000	.02	
Tribune	Dem-Morn-D	1,700	.02	
Tribune	Dem—Th—W	2,000	.02	
Savannah, c.h., 55,000—Chatham Co.				
News	Dem—Morn ex Su—D	7,500	.10	
News	Su	10,000	.10	
News	Dem—Mo & Th—SW	8,000	.10	
Press	Dem—Eve ex Su—D	5,500	.07¼	
Thomasville, c.h., 5,514—Thomas Co.				
Times-Enterprise	Dem—Morn ex Mo—D	600	.01	
Times-Enterprise	Dem-Sa-W	1,200	.02	



For Advertising Rates apply to

STEVE W. FLOYD, in charge of Foreign Advertising

AMERICAN TRACT SOCIETY BUILDING

NEW YORK

Leading Dailies and Weeklies—*Continued.*

Southern States.

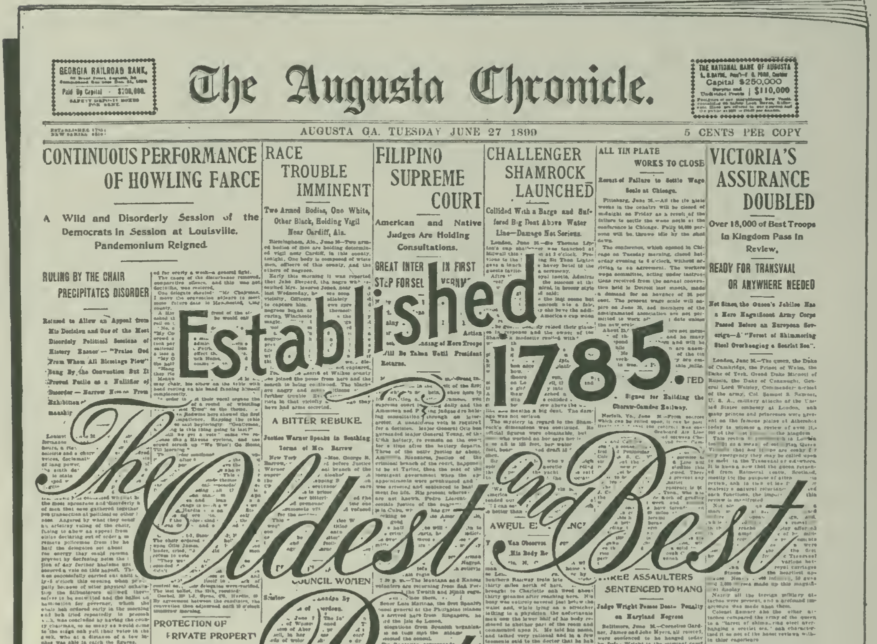
FLORIDA.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Jacksonville, c.h., 30,000—Duval Co.				
Metropolis	Dem-Eve-D	4,850	.07¼	
Times-Union and Citizen	Dem—Morn—D	5,000	.10	
Times-Union and Citizen	Dem—Tu & Fr—SW	6,000	.10	
Pensacola, c.h., 11,750—Escambia Co.				
News	Dem—Eve ex Su—D	1,200	.01¾	
News	Dem—Fr—W	1,600	.01¾	
Times-Star	Dem-Morn-D	900	.01	
St. Augustine, c.h., 4,742—St. John Co.				
News	Ind—Eve ex Su—D	1,000	.02	
News	Ind—Th—W	700	.01	
Tampa, c.h., 15,000—Hillsboro Co.				
Times	Dem—Eve ex Su—D	1,350	.02	
Times	Dem—Th—W	2,450	.03	
Tribune	Dem—Morn—D	1,800	.10	
Tribune	Dem—Th—W	2,750	.10	

ALABAMA.

Anniston, 10,000—Calhoun Co.				
Hot Blast	Ind—Eve ex Su—D	1,100	.07¼	
Times	Ind—Th—W	1,600	.02	
Republican	Dem—Sa—W	2,000	.02	
Birmingham, c.h., 26,000—Jefferson Co.				
Age-Herald	Dem—Morn ex Mo—D	7,000	.07¼	
Age-Herald	Su	9,500	.07¼	
Age-Herald	Dem—We—W	7,000	.10¾	
Ledger	Ind—Eve—D	2,900	.07	
News	Dem—Eve—D	8,000	.08⅓	
Florence, c.h., 6,012—Lauderdale Co.				
Herald	Dem—Th—W	1,650	.02	
Times	Dem—Sa—W	1,750	.02	
Huntsville, c.h., 8,000—Madison Co.				
Evening Tribune	Rep—Eve—D	800	.01	
Tribune	Rep—Tu—W	790	.01	
Mercury	Dem—Morn ex Mo—D	910	.01	
Mercury	Dem—We—W	2,800	.02	
Mobile, c.h., 40,000—Mobile Co.				
Item	Ind—Eve ex Sa and Su Morn	1,650	.03	
Herald	Dem—Eve—D	3,000	.05	
News	Dem—Eve ex Sa—D	2,560	.05½	
Sunday News	Dem—Su—W	2,675	.05½	
Register	Dem—Morn ex Mo—D	4,300	.08½	
Register	Dem—Eve—D	6,000	.08½	
Register	Su	6,700	.08½	
Register	Dem—Sa—W	6,500	.10¾	

Augusta Chronicle


The Augusta Chronicle.
AUGUSTA GA. TUESDAY JUNE 27 1899 5 CENTS PER COPY
GEORGIA RAILROAD BANK
THE NATIONAL BANK OF AUGUSTA
Capital $250,000
Undivided Profits $110,000

CONTINUOUS PERFORMANCE OF HOWLING FARCE
A Wild and Disorderly Session of the Democrats in Session at Louisville. Pandemonium Reigned.
RULING BY THE CHAIR PRECIPITATES DISORDER

RACE TROUBLE IMMINENT
A BITTER REBUKE
PROTECTION OF PRIVATE PROPERTY
COUNCIL WOMEN
BIBLICAL ASSEMBLY
GERMANY ACCEPTS
B. & O. DENIAL

FILIPINO SUPREME COURT
American and Native Judges Are Holding Consultations.

CHALLENGER SHAMROCK LAUNCHED
AWFUL EXPERIENCE
A BAD SHOWING

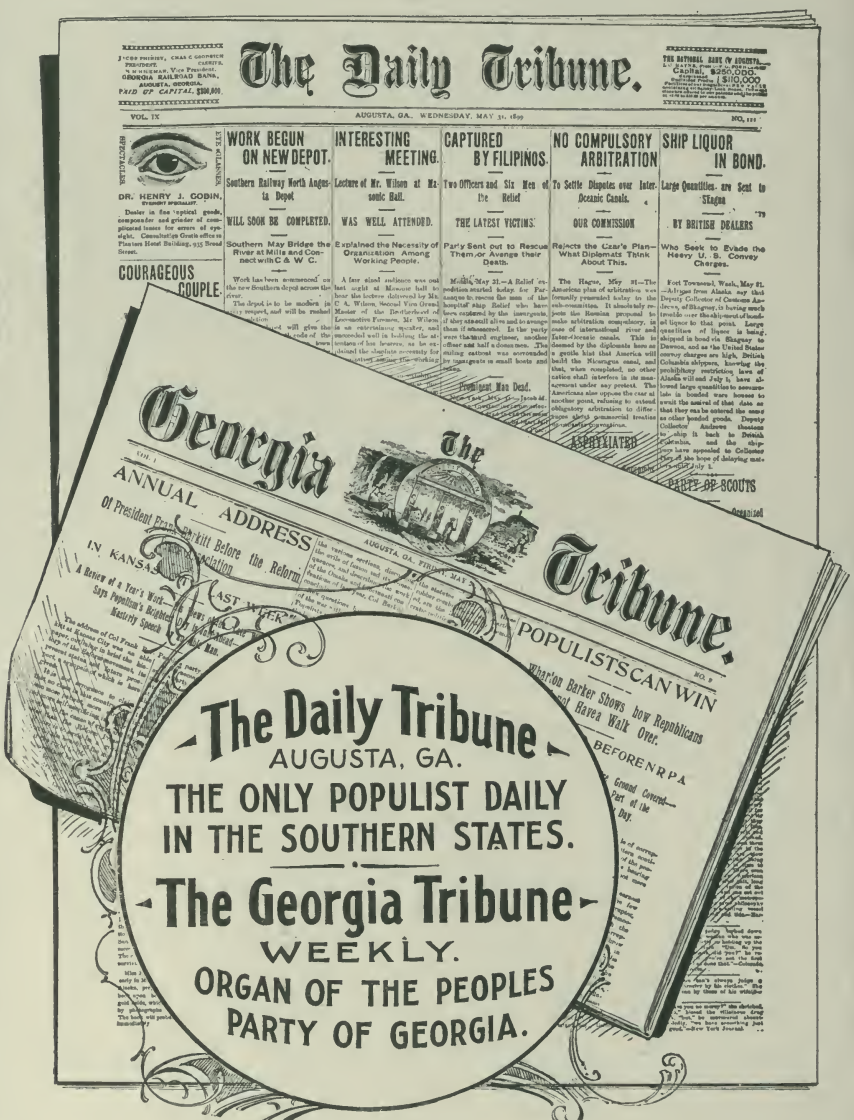
ALL TIN PLATE WORKS TO CLOSE
THREE ASSAULTERS SENTENCED TO HANG
ROOSEVELT STARTS
PAYNE TO SUCCEED HANNA

VICTORIA'S ASSURANCE DOUBLED
Over 18,000 of Best Troops in Kingdom Pass in Review.
READY FOR TRANSVAAL OR ANYWHERE NEEDED
BRUTAL MURDER NEAR LEXINGTON
MEMORIAL SERVICES IN HONOR OF PLANT
TWO REGIMENTS FOR PHILIPPINES

For advertising rates apply to STEVE. W. FLOYD, in charge of Foreign Advertising, American Tract Society Bldg., New York

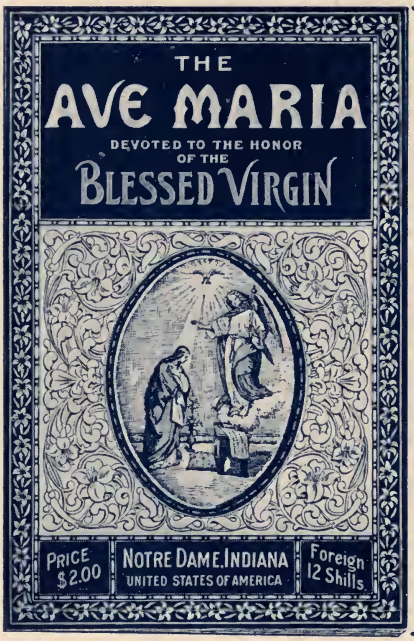
Leading Dailies and Weeklies—*Continued.*

SOUTHERN STATES—Alabama.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
MONTGOMERY, c.h., 34,000—Montgomery Co.				
Advertiser	Dem—Morn—D	7,550	.07¼	
Advertiser	Dem—Fr—W	10,500	.07¼	
Advertiser	Su	8,650	.07¼	
Evening Telegram	Eve ex Su—D	3,500	.05	
Journal	Dem—Eve—D	3,300	.04¼	
Sunday Journal	Dem—Su—W	4,000	.05	
Selma, c.h., 7,622—Dallas Co.				
Journal	Dem—Eve ex Sa—D	870	.01	
Journal	Su	900	.01½	
Morning Times	Dem—Morn—D	1,400	.03½	
Times	Tu and Fr—SW	2,200	.02¾	
MISSISSIPPI.				
Columbus, c.h., 7,000—Lowndes Co.				
Commercial	Th and Su—SW	2,300	.03	
Dispatch	Dem-Su & We-SW	2,400	.02	
JACKSON, 10,000—Hinds Co.				
Clarion-Ledger	Dem-Eve-D	2,100	.08⅓	
Clarion-Ledger	Dem-Th-W	9,000	.12	
News	Dem—Eve—D	1,800	.02	
News	Dem—Fr—W	3,100	.07¼	
Meridian, c.h., 15,000—Lauderdale Co.				
Herald	Dem-Morn-D	900	.02	
Herald	Dem—Th—W	1,000	.02	
Natchez, c.h., 12,000—Adams Co.				
Democrat and Courier	Dem—Morn ex Mo—D	1,300	.02	
Democrat	Dem—We—W	1,100	.02	
Vicksburg, c.h., 20,000—Warren Co.				
Post	Dem—Eve—D	2,650		
Herald	Dem-Morn-D	3,600	.10¾	
Herald	Dem—Su—W	4,400	.10¾	
Herald	Dem—Fr—W	3,000	.10¾	
TENNESSEE.				
Chattanooga, c.h., 35,000—Hamilton Co.				
News	Dem—Eve—D	5,600	.05½	
News	Dem—Th—W	3,000	.05½	
Times	Dem—Morn—D	9,900	.05½	
Times	Dem—Su—W	14,400	.07¼	
Times	Dem—We—W	20,000	.07¼	
Clarksville, c.h., 10,000—Montgomery Co.				
Chronicle	Dem—Eve—D	1,400	.02½	
Chronicle	Dem-Tu & Fr-SW	3,400	.03½	


The Daily Tribune.
AUGUSTA, GA. WEDNESDAY, MAY 31, 1899
VOL. IX
NO. 111
WORK BEGUN ON NEW DEPOT.
Southern Railway North Augusta Depot
WILL SOON BE COMPLETED.
Southern May Bridge the River at Mills and Connect with C & W C.
INTERESTING MEETING.
Lecture of Mr. Wilson at Masonic Hall.
WAS WELL ATTENDED.
Explained the Necessity of Organization Among Working People.
CAPTURED BY FILIPINOS.
Two Officers and Six Men of the Relief
THE LATEST VICTIMS.
Party Sent out to Rescue Them or Avenge their Death.
NO COMPULSORY ARBITRATION
To Settle Disputes over Interoceanic Canals.
OUR COMMISSION
Rejects the Czar's Plan—What Diplomats Think About This.
SHIP LIQUOR IN BOND.
Large Quantities are Sent to Skagua
BY BRITISH DEALERS
Who Seek to Evade the Heavy U. S. Convey Charges.
DR. HENRY J. GOBIN,
COURAGEOUS COUPLE
The Georgia Tribune.
ANNUAL ADDRESS
POPULISTS CAN WIN
The Daily Tribune
AUGUSTA, GA.
THE ONLY POPULIST DAILY IN THE SOUTHERN STATES.
The Georgia Tribune
WEEKLY.
ORGAN OF THE PEOPLES PARTY OF GEORGIA.

Leading Dailies and Weeklies—*Continued.*

SOUTHERN STATES—Tennessee.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Jackson, c.h., 13,500—Madison Co.				
Sun	Dem—Eve ex Sa—D	1,700	.01¾	
Sun	Dem—Su—W	2,200	.02	
Sun	Dem—Fr—W	2,500	.02	
Whig	Dem—Morn ex Mo—D	1,700	.05¾	
Whig	Dem—Su—W	2,000	.05¾	
Whig	Dem-Sa-W	2,500	.07¼	
Knoxville, c.h., 22,535—Knox Co.				
Sentinel	Dem—Eve—D	4,600	.06	
Sentinel	Dem-We-Sa-SW	2,700	.06	
Journal-Tribune	Rep-Morn-D	4,100	.04¼	
Journal-Tribune	Rep-Su-W	4,400	.05½	
Journal-Tribune	Rep-We-W	1,800	.05½	
Memphis, c.h., 78,000—Shelby Co.				
Commercial-Appeal	Dem—Morn—D	22,400	.10	
Commercial-Appeal	Dem—Su—W	26,400	.10	
Commercial-Appeal	Dem—Tu—W	65,000	.25	
Scimitar	Dem—Eve—D	8,200	.10	
Herald	Dem—Eve—D	1,500		
Herald	Dem—Su—W	2,500		
NASHVILLE, c.h., 87,000—Davidson Co.				
American	Dem—Morn—D	14,900	.08	
American	Dem—Su—W	15,800	.08	
American	Dem-Mo-Th-SW	30,000	.15	
Banner	Ind—Eve—D	12,350	.09	
Banner	Ind—We—W	5,200	.10	
KENTUCKY.				
Ashland, 4,200—Boyd Co.				
News	Rep—Morn ex Mo—D	1,150	.02	
Bowling Green, c.h., 8,500—Warren Co.				
Times	Dem—Eve—D	2,100	.03	
Times-Gazette	Dem-We-W	3,500	.05	
Covington, c.h., 37.371—Kenton Co.				
Commonwealth	Dem-Eve-D	5,100	.05	
Commonwealth	Dem-We-W	5,000	.05	
Post	Ind—Eve—D	13,600	.07	
FRANKFORT, c.h., 8,500—Franklin Co.				
Call	Ind—Eve—D	1,100	.01¾	
Henderson, c.h., 12,000—Henderson Co.				
Gleaner	Dem-Morn-D	1,280	.07¼	
Gleaner	Dem-Tu-Fr-SW	2,300	.07¼	
Journal	Dem-Morn-D	1,200	.07¼	
Journal	Dem—Fr—W	2,700	.07¼	



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No discounts. If it don't pay, don't stay.

WAYSIDE PUB. CO., Clintonville, Conn.

Leading Dailies and Weeklies—*Continued.*

SOUTHERN STATES—Kentucky.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Hopkinsville, c.h., 8,000—Christian Co.				
Kentuckian	Dem—Eve—D	800	.04	
Kentuckian	Dem-Tu-Fr-SW	1,920	.10	
New Era	Dem—Eve—D	800	.04	
New Era	Dem—Fr—W	2,300	.10¾	
Lexington, c.h., 25,000—Fayette Co.				
Leader	Rep—Eve—D	3,000	.03½	
Leader	Rep—Su—W	3,000	.03½	
Leader	Rep—We—W	2,200	.03½	
Herald	Dem—Morn—D	3,300	.03½	
Press Transcript	Dem-Fr-W	3,000	.03½	
Louisville, c.h., 220,000—Jefferson Co.				
Anzeiger	Dem-Morn-D	8,100	.11	
Anzeiger	Dem-Su-W	10,300	.11	
Anzeiger	Dem-We-Sa-SW	5,400	.11	
Anzeiger	Dem-We-W	10,000	.11	
Commercial	Rep—Morn—D	17,500	.12½	
Commercial	Rep—Su—W	20,000	.12½	
Commercial	Rep—Th—W	25,000	.20	
Courier-Journal	Dem Morn-D	22,000	.18	
Courier-Journal	Dem-Su-W	32,000	.20	
Courier-Journal	Dem—We and Sa—SW	90,000	.75	
Dispatch	Dem—Morn—D	18,000	.04	
Dispatch	Dem—Su—W	20,000	.05	
Dispatch	Dem—Th—W	25,000	.05	
Post	Dem—Eve—D	22,000	.09	
Times	Dem—Eve—D	35,500	.12½	
Maysville, c.h., 5,358—Mason Co.				
Bulletin	Dem—Eve—D	1,050	.02	
Bulletin	Dem—Th—W	1,100	.02	
Public Ledger	Rep-Morn-D	1,250	.03	
Owensboro, c.h., 12,000—Daviess Co.				
Inquirer	Dem-Eve-D	1,200	.02	
Inquirer	Dem—Su—W	1,100	.02	
Inquirer	Dem-Tu-Sa-SW	1,500	.02	
Messenger	Dem-Morn-D	1,150	.05½	
Messenger	Dem-We-Sa-SW	2,500	.05½	
Paducah, c.h., 12,797—McCracken Co.				
News	Dem—Eve—D	2,800	.10	
News	Dem—We—W	5,800	.10	
Register	Dem-Morn-D	2,000	.10	
Register	Dem—Fr—W	3,200	.10	
Sun	Rep—Eve—D	1,600	.02	
Sun	Rep—Th—W	550	.02	

Methodist Book Concern

Periodicals

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NEW YORK

8 8

The Christian Advocate. — Illustrated 40-page Weekly Magazine Newspaper.

Northern Christian Advocate. — Local Weekly for Syracuse, Buffalo and environment.

The Classmate. — Illustrated Literary Weekly for Young People.

Sunday School Journal. — Teachers' Monthly Magazine.

Senior Lesson Quarterly. — For Adult Students in our Sunday Bible Schools.

Methodist Review. — Magazine for Ministers.

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World Wide Missions. — Popular Monthly Paper sent to all Subscribers to our Missionary Fund.

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Leading Dailies and Weeklies—*Continued.*

SOUTHWESTERN STATES.

LOUISIANA.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
BATON ROUGE, c.h., 10,478—East Baton Rouge Parish.				
Advocate	Dem-Morn-D	700	.05½	
Advocate	Dem—Su—W	2,000	.05½	
New Orleans, c.h., 270,000—Orleans Parish.				
Abeille	Dem—Morn—D	12,500	.15	
Abeille	Dem—Su—W	13,000	.15	
Abeille	Dem—Sa—W	13,500	.15	
Deutsche Zeitung (German)	Ind—Morn ex Mo—D	3,600	.05	
Deutsche Zeitung	Ind-Su-W	7,600	.12½	
Deutsche Zeitung	Ind-Th-W	5,300	.12½	
Item	Rep—Eve—D	18,000	.10	
Item	Rep—Su—W	21,000	.10	
Item	Rep—We and Sa—SW	1,000	.05	
Picayune	Dem—Morn—D	19,800	.15	
Picayune	Dem—Su—W	30,000	.15	
Picayune	Dem—Th—W	18,500	.15	
States	Dem—Eve—D	14,000	.12½	
States	Dem—Su—W	7,000	.12½	
States	Dem—Tu an Fr—SW	6,000	.12½	
Times-Democrat	Morn—D	22,000	.15	
Times-Democrat	Dem-Su-W	36,500	.15	
Times-Democrat	Tu-Fr-SW	12,000	.15	
Shreveport, c.h., 18,000—Caddo Parish.				
Caucasian	Dem—Eve—D	850	.05	
Caucasian	Dem—Su—W	1,300	.05	
Caucasian	Dem—Th—W	2,400	.05	
Times	Dem—Morn—D	1,950	.05	
Times	Dem—Su—W	3,000	.03	
Times	Dem—Th—W	2,400	.03	

ARKANSAS.

Fort Smith, c.h., 17,500—Sebastian Co.				
News-Record	Eve ex Sa—D	1,150	.01	
News-Record	Su—W	1,350	.01	
Times-Sun	Dem—Morn ex Mo—D	1,500	.07¼	
Elevator	Dem—Fr—W	6,600	.05	
Hot Springs, c.h., 8,100—Garland Co.				
News	Dem—Eve—D	1,000	.02	
News	Dem—Th—W	1,250	.02	
Sentinel	Ind—Morn—D	1,150	.02	
Sentinel	Su	1,200	.02	
Sentinel	Ind—Th—W	900	.01	

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CHICAGO

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Procter & Gamble Co.
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Cornish & Co.
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Larkin's Soap Mfg. Co.
J. L. Prescott & Co.
Morse Bros.
Postum Cereal Company.
Mason & Hamlin Company.
J. L. Mott Iron Works.
Sterling Remedy Company.
Century Magazine.
Houghton, Mifflin & Co.
The American Builder.
Piso Cure Company.
F. A. Stuart Co.
Beecham's Pills.
Walter Baker & Co.
John Lewis Childs.
New England Conservatory of Music.

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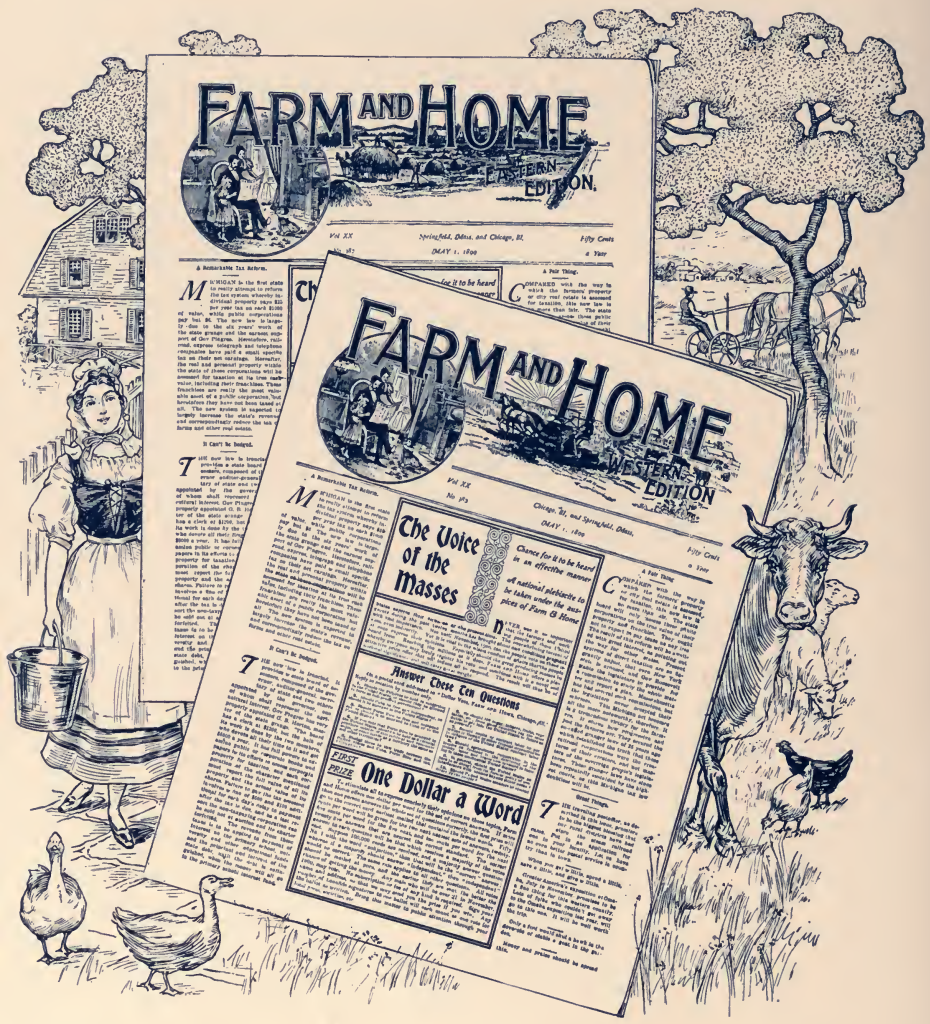
or any responsible advertising agency.

R. S. THAIN, ADVERTISING MANAGER.

Leading Dailies and Weeklies—*Continued.*

SO. WESTERN STATES.—Arkansas.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
LITTLE ROCK, c.h., 25,900—Pulaski Co.				
Democrat	Dem—Eve—D	2,600	.02	
Democrat	Mo & Fr—SW	5,100	.05	
Gazette	Dem Morn—D	5,200	.10¾	
Gazette	Su	7,100	.10¾	
Gazette	Dem—Th—W	6,900	.14¼	
OKLAHOMA.				
GUTHRIE, 12,000—Logan Co.				
Leader	Dem—Eve ex Mo—D	3,000	.05	
Leader	Dem—Th—W	2,500	.07	
Capital	Rep—Eve—D	5,800	.07	
Capital	Rep—Th—W	10,000	.10	
Oklahoma, c.h., 9,500—Oklahoma Co.				
Oklahoman	Dem-Morn-D	1,000	.02	
Oklahoman	Dem—Th—W	1,700	.02	
Times-Journal	Rep—Eve—D	900	.01	
Times-Journal	Rep—Fr—W	2,800	.03	
TEXAS.				
AUSTIN, c.h., 21,000—Travis Co.				
News	Dem—Eve—D	2,860	.03½	
Statesman	Dem—Morn—D	4,400	.10¼	
Statesman	Dem—Su—W	5,600	.10¾	
Statesman	Dem-We-Sa-SW	4,500	.10¾	
Dallas, c.h., 44,000—Dallas Co.				
News	Ind—Morn—D	28,000	.15	
News	Ind—Su—W	27,000	.15	
News	Ind—Tu and Fr—SW	30,000	.20	
Times-Herald	Ind-Eve-D	4,400	.07¼	
Times-Herald	Ind—Su—W	3,100	.07¼	
Denison, 13,800—Grayson Co.				
Herald	Dem—Eve—D	1,200	.01½	
Herald	Fr—W	2,800	.01¾	
El Paso, c.h., 15,000—El Paso Co.				
Herald	Rep—Eve—D	1,800	.02	
Herald	Rep—Sa—W	1,100	.02	
Times	Ind-Morn ex Mo-D	3,000	.11¾	
Fort Worth, c.h., 32,000—Tarrant Co.				
Mail-Telegram	Dem-Eve-D	4,500	.10¾	
Register	Dem-Morn-D	6,200	.10	
Gainesville, c.h , 6,594—Cooke Co.				
Hesperian	Dem-Morn-D	1,000	.02	
Hesperian	Dem—Fr—W	2,100	.03	
Register	Dem—Eve—D	1,200	.02	
Register	Dem—Th—W	3,750	.03	



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THE PHELPS PUBLISHING COMPANY, Publishers,

27 Worthington Street, SPRINGFIELD, MASS. **204 Dearborn Street, CHICAGO, ILL.**

Leading Dailies and Weeklies—*Continued.*

SO. WESTERN STATES—Texas.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Galveston, c.h., 42,000—Galveston Co.				
Tribune	Dem—Eve—D	4,100	.11	
News	Dem—Morn—D	17,000	.15	
News	Dem—Su—W	18,000	.15	
News	Dem—Mo and Th—SW	23,200	.20	
Houston, c.h., 35,000—Harris Co.				
Herald	Dem—Eve—D	5,900	.07¼	
Post	Dem—Morn—D	16,240	.10¾	
Post	Dem—Su—W	20,460	.12¾	
Post	Dem—Mo and Th—SW	23,750	.12¾	
Press	Ind—Eve—D	6,300	.10¾	
Press	Ind—Sa—W	12,500	.15	
Paris, c.h., 8,600—Lamar Co.				
News	Dem—Morn ex Mo—D	1,000	.02	
News	Dem—Fr—W	1,700	.02	
San Antonio, c.h., 51,000—Bexar Co.				
Express	Dem—Morn—D	5,400	.10¾	
Express	Dem—Su—W	6,500		
Express	Dem-Tu-Fr-SW	7,500	.10¾	
Light	Rep—Eve—D	3,900	.10¾	
Light	Rep—Su—W	3,800	.05	
Light	Rep—Sa—W	1,050	.03	
Waco, c.h., 18,900—McLennan Co.				
Telephone	Dem-Eve-D	2,150	.07¼	
Telephone	Dem—Su—W	1,900	.07¼	
Times-Herald	Ind-Morn-D	2,800	.07¼	
Times-Demo.	Ind-Tu-Fr-SW	2,400	.07¼	
NEW MEXICO.				
Albuquerque, c.h., 5,000—Bernalillo Co.				
Citizen	Rep—Eve—D	2,000	.02	
Citizen	Rep—Sa—W	950	.01	
Democrat	Dem-Morn-D	1,800	.02	
Las Vegas, c.h., 7,000—San Miguel Co.				
Optic	Ind—Eve—D	2,300	.03	
Optic	Ind—Th—W	1,500	.04	
SANTA FE, c.h., 8,000—Santa Fe Co.				
New Mexican	Dem—Eve—D	1,000	.02	
ARIZONA.				
PHŒNIX, c.h., 11,000—Maricopa Co.				
Gazette	Dem-Morn-D	2,300	.03½	
Gazette	Dem—Fr—W	1,850	.03½	
Republican	Rep-Morn-D	2,900	.03½	
Republican	Rep—Th—W	2,000	.03½	
Herald	Rep—Eve—D	3,000	.03	
Herald	Rep—Th—W	2,400	.03	
Tucson, c.h., 5,150—Pima Co.				
Citizen	Rep—Eve—D	1,400	.01¾	
Citizen	Rep—Fr—W	1,500	.01¾	
Star	Dem—Morn ex Mo—D	1,200	.02	
Star	Dem—Th—W	1,800	.02	

Sworn Circulation 165,000 Each Week

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NEW YORK, 52 Lafayette Place. CHICAGO, Marquette Building. SPRINGFIELD, MASS., 27 Worthington Street.

Leading Dailies and Weeklies—*Continued.*

ROCKY MOUNTAIN STATES.

MONTANA.

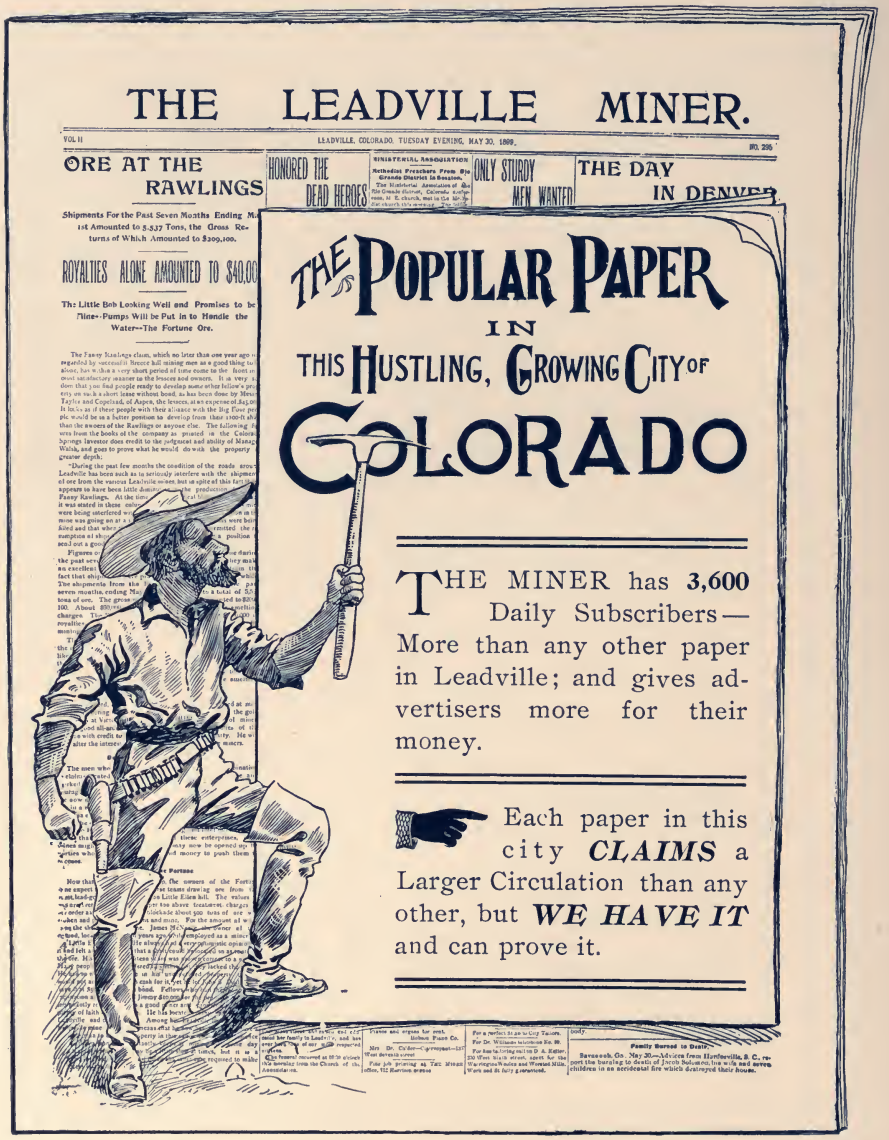
		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Anaconda, c.h., 12,000—Deerlodge Co.				
Standard	Dem—Morn—D	11,000	.07¼	
Standard	Dem—Su—W	12,000	.07¼	
Butte, c.h., 45,000—Silverbow Co.				
Inter Mountain	Rep—Eve—D	8,500	.02½	
Inter Mountain	Rep—We and Sa—SW	3,600	.02½	
Miner	Dem—Morn—D	7,000	.10¾	
Miner	Dem—Su—W	7,300	.10¾	
Miner	Dem—Th—W	1,800	.02	
Great Falls, c.h., 12,000—Cascade Co.				
Leader	Rep—Eve—D	1,200	.07¼	
Leader	Rep—Th—W	1,400	.07¼	
Tribune	Ind-Morn-D	1,700	.03½	
Tribune	Ind—Th—W	1,200	.03½	
HELENA, c.h., 15,000—Lewis & Clarke Co.				
Herald	Rep—Eve—D	4,400	.05½	
Herald	Rep—Th—W	4,000	.05½	
Independent	Dem—Morn—D	6,200	.07¼	
Independent	Dem—Su—W	6,600	.07¼	
Independent	Dem—Th—W	3,600	.05½	

WYOMING.

CHEYENNE, c.h., 12,000—Laramie Co.				
Tribune	Rep-Morn-D	1,500	.05	
Tribune	Rep—Th—W	1,000	.02	
Laramie, c.h., 6,400—Albany Co.				
Boomerang	Dem—Eve—D	1,000	.04¼	
Boomerang	Dem-Mo-Th-SW	1,400	.06	
Republican	Rep—Eve—D	900	.01¾	
Republican	Rep—Th—W	1,300	.01¾	

COLORADO.

Aspen, c.h., 7,500—Pitkin Co.				
Times	Pop—Morn ex Mo—D	2,000	.02	
Times	Pop—Sa—W	700	.01	
Colorado Springs, c.h., 11,000—El Paso Co.				
Telegraph	Ind—Eve—D	2,600	.02	
Telegraph	Ind—Fr—W	1,000	.02	
Gazette	Rep—Morn—D	3,500	.02	
Gazette	Rep—Th—W	700	.01	



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STEVE W. FLOYD, Manager Foreign Advertising,

150 Nassau Street, New York.

Leading Dailies and Weeklies—*Continued.*

ROCKY MT. STATES—Colorado.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
DENVER, c.h., 106,713—Arapahoe Co.				
Evening Post	Ind—Eve—D	26,000	.07	
Evening Post	Su	32,000	.07 7/10	
Republican	Rep—Morn—D	25,000	.12½	
Republican	Su	29,000	.12½	
Republican	Rep—Th—W	6,000	.10	
News	Ind—Morn—D	25,600	.09	
News	Su	34,000	.10	
News	Ind—Th—W	6,500	.05	
Times	Ind—Eve—D	23,000	.10	
Times-Sun	Ind—We—W	24,000	.15	
Leadville, c.h., 10,400—Lake Co.				
Chronicle	Rep—Eve—D	3,000	.10¾	
Herald-Democrat	Rep—Morn—D	3,400	.12½	
Chronicle	Rep—Mo—W	3,000	.10¾	
Miner	Dem—Eve—D	3,100	.12½	
News-Reporter	Eve ex Sa—D	1,500	.03½	
News-Reporter	Su—W	1,400	.03½	
Pueblo, c.h., 30,000—Pueblo Co.				
Chieftain	Rep—Morn—D	6,200	.08	
Chieftain	Su	7,500	.09	
Chieftain	Rep—Th—W	4,000	.05	
Trinidad, c.h., 6,800—Las Animas Co.				
Advertiser-Sentinel	Dem—Morn ex Mo—D	1,500	.02	
Advertiser	Th—W	1,300	.02	

IDAHO.

BOISE, c.h., 5,000—Ada Co.				
Statesman	Rep-Morn-D	1,700	.02	
Statesman	Rep—Th—W	1,200	.02	
Sentinel	Pop—Fr—W	1,800	.02	

UTAH.

Ogden, c.h., 18,000—Weber Co.				
Press	Rep—Eve—D	2,250	.03	
Standard	Ind—Eve—D	3,800	.03½	
Standard	Ind-Tu & Fr-SW	6,400	.05	
Provo City, c.h., 6,100—Utah Co.				
Enquirer	Rep—Eve—D	1,150	.03	
Enquirer	Rep-Tu & Fr-SW	2,900	.04	
SALT LAKE CITY, c.h., 48,500—Salt Lake Co.				
News	Mormon—Eve—D	4,500	.05½	
News	Mormon-Tu-Fr-SW	15,800	.05½	
Deseret Weekly	Mormon—Sa—W	2,000	.05½	
Herald	Dem—Morn—D	4,900	.07¼	
Herald	Dem—Su—W	6,850	.07¼	
Herald	Dem-Tu and Fr-SW	7,800	.07¼	
Tribune	Rep—Morn—D	9,200	.10	
Tribune	Rep—Su—W	12,500		
Tribune	Rep-Tu and Fr-SW	5,500	.10	

CIRCULATION 75,000

The American Magazine offers to advertisers an entree for their goods into the homes of 75,000 intelligent, well-to-do people of the United States. Experience has demonstrated to successful advertisers that it pays to put their announcements where they will be read by this class. The reason is plain—they have homes to furnish, have families to clothe and maintain, and have money to spend for luxuries. The American Magazine reaches this class.

Leading Dailies and Weeklies—*Continued.*

PACIFIC COAST STATES.

CALIFORNIA.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Alameda, 14,900—Alameda Co.				
Argus	Rep—Eve—D	1,375	.02	
Encinal	Ind—Eve—D	1,100	.02	
Berkeley, 9,100—Alameda Co.				
World-Gazette	Rep—Eve—D	1,500	.02	
Eureka, c.h., 8,500—Humboldt Co.				
Standard	Rep—Eve—D	1,250	.02	
Standard	Rep—Th—W	1,000	.02	
Times	Rep—Morn ex Mo—D	1,600	.02	
Times	Rep—Th—W	1,100	.02	
Fresno, c.h., 10,818—Fresno Co.				
Republican	Rep—Morn—D	4,850	.03½	
Republican	Rep—Fr—W	3,500	.07¼	
Los Angeles, c.h., 50,395—Los Angeles Co.				
Express	Rep—Eve—D	10,900	.05	
Express	Rep—Th—W	1,700	.05	
Herald	Dem—Morn—D	9,500	.10¾	
Herald	Su	1.050	.12¾	
Herald	Dem—Sa—W	2,600	.10¾	
Record	Ind—Eve—D	11,500	.05	
Times	Rep—Morn—D	20,000	.12½	
Times	Su	30,000	.13¾	
Times and Mirror	Rep—Sa—W	2,500	.09	
Marysville, c.h., 5,000—Yuba Co.				
Appeal	Rep—Morn—D	800	.01	
Appeal	Rep—Th—SW	1,150	.02	
Democrat	Ind—Eve—D	825	.03½	
Democrat	Ind—Tu & Fr—SW	1,200	.03½	
Oakland, c.h., 55,000—Alameda Co.				
Enquirer	Rep—Eve—D	5,500	.07¼	
Enquirer	Rep—Fr—W	1,500	.03½	
Times	Ind—Morn ex Su—D	5,000	.08	
Times	Ind—We—W	2,500	.05	
Tribune	Rep—Eve—D	9,000	.08	
Tribune	Rep—Sa—W	5,750	.05	
Pasadena, 12,000—Los Angeles Co.				
News	Rep—Eve—D	900	.01	
News	Rep—Th—W	600	.01	
Star	Rep—Eve—D	1.100	.02	
Star	Rep—We—W	600	.01	
Riverside, c.h., 5,000—Riverside Co.				
Enterprise	Dem—Morn—D	1,250	.01¾	
Enterprise	Dem—We—W	1,300	.01¾	
Press	Rep—Eve—D	1,400	.02	
Press	Rep—Sa—W	1.600	.02	

San Francisco News Letter

The high-class weekly of the Pacific Coast.

Reaches every city on the entire Coast.

Leading advertisers find it to their advantage to use its columns.

For rates, etc., address the Publisher, or any first-class Agency, or

GEO. A. KELLOGG,
Eastern Representative,
Temple Court, New York.

Reasons for Advertising in

"The Germantown Telegraph"

PHILADELPHIA.

Because it is one of the oldest papers in the State of Pennsylvania, or for that matter in the United States, and has always been influential. Founded 1830.

Because it reaches a class of people who are all PURCHASERS, and just the persons every advertiser most desires to reach. Every copy is subscribed for and sent by mail.

Because it is not a cheap paper, to be glanced at and thrown away, but goes into the family and the home, and is thoroughly read, not only by one, but by every member of the family.

Because, considering the character of its circulation, and the field it covers, its rates are low. It draws the very best class of advertisers, and holds them for years, proving that it is considered a first-class medium. No other single paper covers the same field or reaches the same class of readers. The TELEGRAPH is read every week by over 12,000 people. Give it a fair trial and see if it is not among the

BEST ADVERTISING MEDIUMS.

Leading Dailies and Weeklies—*Continued.*

PACIFIC COAST—California.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
SACRAMENTO, c.h.,30,000–Sacramento Co.				
Bee	Ind—Eve—D	7,300	.15	
Bee	Ind—We—W	4,100	.06	
Record-Union	Rep—Morn—D	7,200	.10¾	
Union	Rep—Fr—W	8,500	.12½	
San Bernardino, c.h., 7,500—San Bernardino Co.				
Times-Index	Rep—Eve—D	1,250	.01¾	
Times-Index	Rep—Fr—W	1,200	.01¾	
San Diego, c.h., 21,000—San Diego Co.				
Tribune	Rep—Eve—D	4,000	.05½	
Tribune and Coronado Mercury	Rep—Sa—W	1,400	.02	
Sun	Dem—Eve—D	2,500	.02¼	
Sun	Dem—Th—W	800	.03½	
Union	Rep—Morn—D	5,100	.09	
Union	Rep—Th—W	3,000	.09¾	
San Francisco, c.h.306,000–San Francisco Co.				
Abend Post	Rep—Eve—D	6,500	.05	
Sonntags Post	Rep—Su—W	6,700	.06	
Abend Post	Rep—Th—W	9,300	.07	
Bulletin	Rep—Eve—D	27,000	.15	
Bulletin	Rep—Su—W	35,000	.15	
Bulletin	Rep—Tu—W	21,000	.15	
Call	Rep—Morn—D	52,000	.20	
Call	Su	56,000	.25	
Call	Rep—We—W	7,500	.15	
Chronicle	Ind—Morn—D	75,000	.20	
Chronicle	Su	85,000	.20	
Chronicle	Ind—Th—W	30,000	.37½	
Demokrat	Dem—Morn—D	5,500	.05	
Sonntagsblatt	Dem—Su—W	7,500	.06	
Staats Zeitung	Dem—Th—W	6,100	.06	
Evening Post	Rep—Eve—D	17,500	.15	
Post	Rep—We—W	9,000	.05	
Examiner	Dem—Morn—D	86,000	.25	
Examiner	Su	100,000	.30	
Examiner	Dem—Th—W	84,000	.35	
Report	Ind—Eve—D	24,000	.20	
Report	Ind—Sa—W	6,000	.14¼	
News Letter	Soc—W	15,000	.15	
San Jose, c.h., 18,060—Santa Clara Co.				
Herald	Dem—Eve—D	9,300	.05	
Herald	Dem—Fr—W	5,000	.04	
Mercury	Rep—Morn & Su—D	10,300	.10	
Mercury	Rep—Sa—W	7,100	.10	
Santa Barbara, c.h., 5,864—Santa Barbara Co.				
Independent	Dem—Eve—D	1,100	.02	
Independent	Dem—Sa—W	1,000	.02	
Press	Rep—Morn ex Mo—D	1,375	.02	
Press	Rep—Th—W	1,210	.02	

McCLURE'S MAGAZINE

CIRCULATION IS GUARANTEED.

Orders for Advertising Accepted Conditional upon the Average Circulation Exceeding 320,000 Copies a Month.

Circulation of McClure's Magazine from the First Issue.

The following shows the growth in circulation of McCLURE'S MAGAZINE from the first issue in June, 1893:

	TOTAL	AVERAGE
June, 1893, to May, 1894,	326,154	27,179
June, 1894, to May, 1895,	721,667	60,138
June, 1895, to May, 1896,	2,319,671	193,305
June, 1896, to May, 1897,	3,110,163	259,180
June, 1897, to May, 1898,	3,545,903	295,491
June, 1898, to May, 1899,	4,399,389	366,615

Five thousand different advertisements were inserted in McCLURE'S MAGAZINE in 1898, an increase of 1,005 over 1897.

During the past four years 4,776⅛ pages of paid advertising were printed in McCLURE'S MAGAZINE, an average of 99½ pages a month for the entire period.

The following affidavit shows that the average circulation of McCLURE'S MAGAZINE for 1898 exceeded the guarantee by more than 70,000 copies per month.

CITY, COUNTY AND STATE OF NEW YORK } ss.

NEW YORK CITY, December 14, 1898.

I, Albert B. Brady, Secretary of the S.S. McCLURE COMPANY, being duly sworn, do depose and say that the actual paid circulation of McCLURE'S MAGAZINE for the year ending November, 1898, exceeded an average of 320,000 copies per month.

This excludes all copies sent to exchanges, all copies sent complimentary, all copies sent to advertisers, all copies returned by any and all news companies or news dealers, and, in fact, includes only copies for which cash was actually received by the S. S. McCLURE COMPANY.

ALBERT B. BRADY.

[SEAL] Sworn to and subscribed before me this 14th day of December, 1898.

M. W FLYNN,
Notary Public, 109, N. Y. Co.

The present guarantee (an average of 320,000 per month) is therefore less than the actual paid circulation for 1898. This is in line with McCLURE'S plan of making a low advertising rate on the basis of the circulation that has already been secured, so that advertisers receive the benefit of the growth in circulation. Thus advertisers in the MAGAZINE know to a certainty the minimum circulation, and as the rates are low upon the minimum basis, the large surplus circulation makes advertising in McCLURE'S exceptionally low and profitable.

Advertising Rates in McCLURE'S MAGAZINE.

	1 Month.	3 Months.	6 Months.	1 Year.
½ inch, 7 lines	$14.00	$39.90	$75.60	$140.00
1 inch, 14 lines	28.00	79.80	151.20	280.00
⅛ page, 28 lines	50.00	142.50	270.00	500.00
¼ page, 4 inches	96.00	273.60	518.40	960.00
½ page, 8 inches	192.00	547.20	960.00	1,920.00
1 page, 16 inches	384.00	960.00	1,920.00	3,840.00

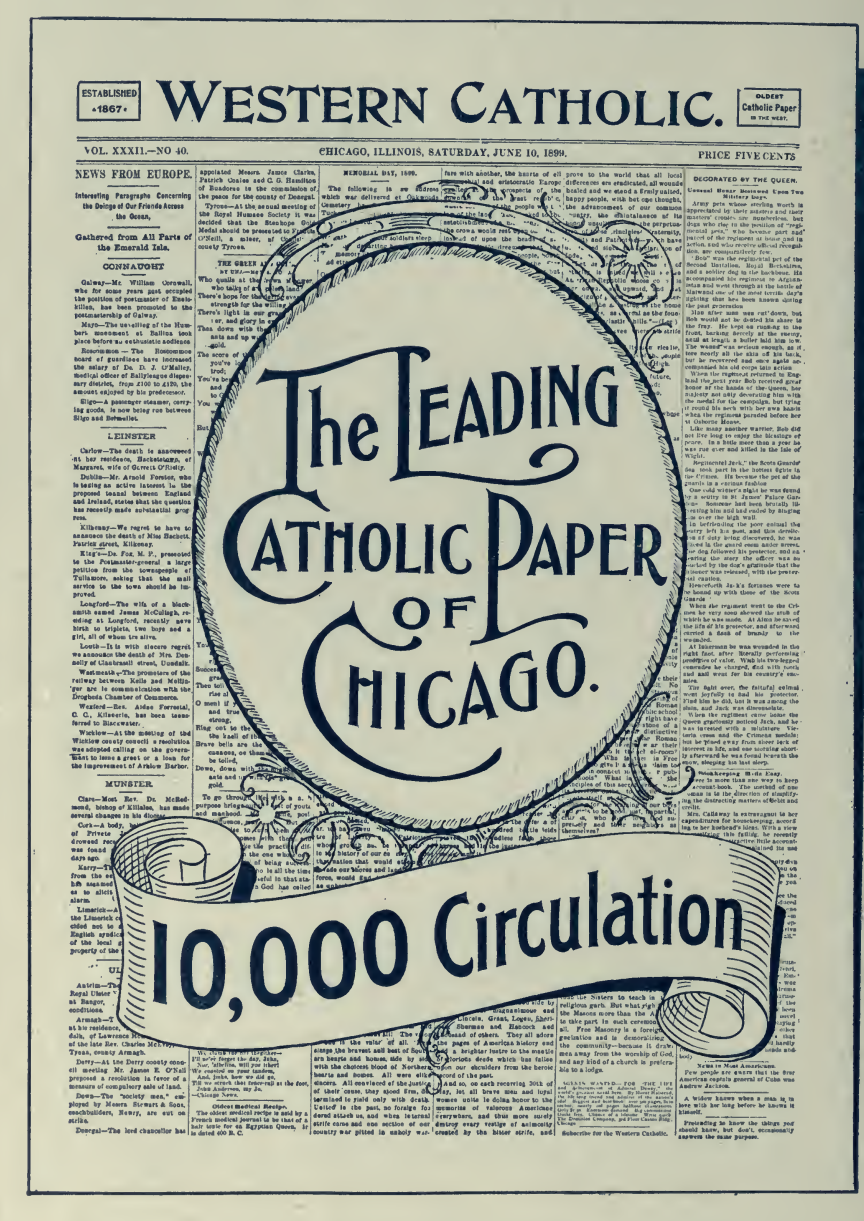
By contracting to use a minimum of 672 lines, or three pages, within one year, advertisers may secure the yearly page rate of $320.00 a page. This space must be used within the year, but may all be used in one month, or may be divided and used in such issues, and for such space in each issue, as may best suit the advertiser. ***Five per cent. may be deducted from above rates for cash with order.***

For further information address the publishers.

S. S. McCLURE CO., 141-155 East 25th St., New York City.

Leading Dailies and Weeklies—*Continued.*

PACIFIC COAST—California.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Santa Cruz, c.h., 5,596—Santa Cruz Co.				
Sentinel	Rep—Morn—D	1,200	.02	
Sentinel	Rep—Sa—W	650	.01	
Surf	Dem—Eve—D	1,500	.02	
Surf	Dem—Sa—W	1,000	.02	
Santa Rosa, c.h., 5,220—Sonoma Co.				
Press Democrat	Dem-Morn-D	1,100	.03½	
Press Democrat	Dem—We and Sa—SW	3,000	.03½	
Republican	Rep—Eve—D	1,100	.02	
Republican	Mo and Th—SW	2,400	.02	
Stockton, c.h., 15,000—San Joaquin Co.				
Independent	Rep—Morn—D	3,300	.10	
Independent	Su	3,350	.10	
Independent	Rep—Sa—W	2,900	.05	
Mail	Dem—Eve—D	3,725	.09	
Mail	Dem—Sat—W	3,600	.07¼	
Record	Ind—Eve—D	2.000	.05½	
Record	Ind—Sa—W	1,700	.02	
NEVADA.				
Reno, c.h., 4,000—Washoe Co.				
Gazette	Rep—Eve—D	1,200	.03½	
Gazette and Stockman	Rep—Th—W	1,300	.03½	
Journal	Morn ex Mo—D	1,200	.03½	
Journal	Silver—Sa—W	700	.03	
OREGON.				
Astoria, c.h., 6,550—Clatsop Co.				
Astorian	Rep-Morn-D	1,400	.02	
Astorian	Rep—Tu & Fr—SW	1,450	.02	
Budget	Dem—Eve—D	1,000	.02	
Budget	Dem—We—W	1,500	.02	
Pendleton, c.h., 4,000—Umatilla Co.				
East Oregonian	Dem-Eve-D	900	.02	
East Oregonian	Dem—Tu and Fr—SW	1,600	.02	
East Oregonian	Dem-Fr-W	2,000	.03	
Portland, c.h., 85,000—Multnomah Co.				
Telegram	Ind—Eve—D	13,900	.09	
Tribune	Ind—Morn—D	1,300	.07	
Tribune	Ind—Th—W	1,000	.07	
Oregonian	Rep—Morn—D	24,000	.12½	
Oregonian	Rep—Su—W	29,400	.12½	
Oregonian	Rep—Fr—W	21,000	.12½	
SALEM, c.h., 10,500—Marion Co.				
Capital Journal	Rep-Eve-D	2,800	.02	
Capital Journal	Rep—Th—W	2,000	.02	
Statesman	Rep-Morn-D	2,000	.02	
Statesman and Farmer	Rep—Fr—W	2,800	.03	



The men who are endowed by nature with the faculty for writing poetry are few. This is equally true of those able to write clever, catchy advertising.

Leading Dailies and Weeklies—*Continued.*

Pacific Coast States.

WASHINGTON.

		Estimated Circ.	Pubs. one t. rate.
New Whatcom, 7,500—Whatcom Co.			
Reveille	Rep-Morn-D	1,250	.03½
Reveille	Rep—Fr—W	2,800	.05½
OLYMPIA, c.h., 6,000—Thurston Co.			
Olympian	Rep-Morn-D	800	.01
Olympian	Rep—Th—W	1,100	.02
Port Townsend, c.h., 6,000—Jefferson Co.			
Leader	Rep-Morn-D	1,900	.03½
Leader	Rep—Th—W	2,100	.03½
Seattle, c.h., 61,000—King Co.			
Post-Intelligencer	Rep—Morn—D	17,600	.08
Post-Intelligencer	Rep-Su-W	22,400	.12
Post-Intelligencer	Rep-Th-W	18,000	.12½
Times	Ind—Eve—D	17,200	.07
Times	Ind—Fr—W	3,200	.07
Spokane, c.h., 30,000—Spokane Co.			
Chronicle	Dem—Eve—D	6,100	.07¼
Chronicle	Dem—Th—W	2,900	.05½
Spokesman Review	Rep—Morn—D	8,600	.10
Spokesman Review	Rep-Su-W	9,000	.12½
Spokesman Review	Rep—Mo and Th—SW	14,800	.10
Tacoma, c.h., 36,000—Pierce Co.			
Ledger	Rep—Morn—D	6,750	.07¼
Ledger	Rep—Su—W	6,800	.07¼
Ledger	Rep-Th-W	3,500	.05
News	Dem—Eve—D	7,000	.06
News	Dem—Fr—W	3,000	.10
Walla Walla, c.h., 7,000—Wallawalla Co			
Statesman	Dem—Eve—D	950	.01
Statesman	Dem—Sa—W	3,800	.03
Union	Rep—Morn ex Mo—D	1,000	.01
Union-Journal	Rep—Sa—W	1,400	.02

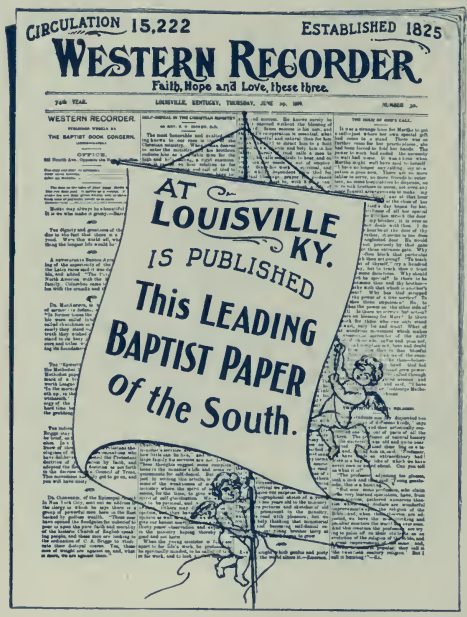
Memorandum.

Try an advertisement in

THE WELCOME FRIEND

THE rate is only **25 cents** an agate line; **$3.50** for one inch one time. It has a monthly circulation always above **fifty thousand copies,** and is a winner every time. There is no discount for time nor space. The small advertiser gets as good a show as the greatest. Send your money with the order, or send the business through one of the agencies. Address **Nason Publishing Co., P. O. Box 2033 (63 Rutgers Slip), New York.** Forms close on the 20th of the month preceding date of issue.

Ask the Agent to tell you about our RED LETTER OFFER.



All the Great Denominational Writers contribute to its columns

We pay more for writers than all the southern Baptist papers combined. Carry more local advertising than any Religious paper outside of New York City. All the general advertisers in the country use its columns. Some of our advertisers have been in every issue from 25 to 30 years. Try it and you will like it.

BAPTIST BOOK CONCERN
Louisville, Ky.

NO GUESS WORK HERE

Christian Standard 33,000

Second largest strictly denominational religious weekly in the world. Leading paper of the Christian Church, or, as frequently called, Disciples of Christ. Nearly 1,500,000 communicants or members.

The Lookout 22,000

The recognized organ of the Christian Endeavor Society of the Christian Church. It has a field which wise advertisers would do well to cultivate.

Standard Lesson Quarterlies 150,000

The general advertiser can find no easier or cheaper way of reaching a most desirable class of people than by the use of the Standard Quarterlies.

Increase in Circulation Improvement in Papers Decrease in Rates

Orders will be accepted with condition that bills need not be paid if satisfactory proof of guaranteed circulation is not furnished on demand.

STANDARD PUBLISHING COMPANY

E. R. BLAINE, Advertising Manager 216-220 E. Ninth St., Cincinnati, O.

Leading Dailies and Weeklies—*Continued.*

DOMINION OF CANADA.

NEWFOUNDLAND.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
ST. JOHN'S, 38,000—St. John's District.				
Herald	Ind—Eve—D	4,300	.05	
Telegram	Ind—Eve—D	3,400	.05	
News	Morn ex Su—D	1,700	.03	
News	Sa—W	1,100	.03	
NEW BRUNSWICK.				
Moncton, c.h., 8,762—Westmoreland Co.				
Times	Cons-Morn-D	1,250	.05	
Times	Cons—We—W	2,400	.05	
Transcript	Lib—Eve—D	1,050	.05	
Transcript	Lib—We—W	2,300	.05	
St. John, c.h., 40,000—St. John Co.				
Gazette	Ind—Eve—D	3,100	.08	
Globe	Lib—Eve—D	4,100	.08¼	
Globe	Lib—We and Sa—SW	1,600	.05	
Sun	Cons—Morn ex Su—D	3,800	.08	
Sun	Cons—We and Sa—SW	8,600	.10	
Telegraph	Lib-Morn-D	2,800	.07¼	
Telegraph	Lib—We—W	6,200	.07¼	
NOVA SCOTIA.				
HALIFAX, c.h., 38,556—Halifax Co.				
Recorder	Lib—Eve—D	3,800	.07	
Recorder	Mo-We & Fr-TW	900	.05	
Chronicle	Lib-Morn-D	3,200	.07	
Echo	Ind—Eve—D	3,500	.07	
Chronicle	Tu Th and Sa-TW	2,400	.05	
Chronicle	Lib—Sa—W	1,500	.05	
Herald	Ind—Morn ex Su—D	5,500	.08	
Mail	Ind—Eve—D	4,200	.07	
Herald	Ind—We—W	2,500	.05	
PRINCE EDWARD ISLAND.				
CHARLOTTETOWN, ch. 11,374 Queens Co.				
Examiner	Cons—Eve—D	1,000	.05	
Examiner	Cons—Fr—W	2,300	.05	
Guardian	Ind-Morn-D	950	.03	
Guardian	Ind—Th—W	2,200	.05	
Patriot	Lib—Eve—D	900	.03	
Patriot	Lib—Th—W	3,000	.05	
QUEBEC.				
Montreal, c.h., 300,000—Hochelaga Co.				
Gazette	Cons-Morn-D	8,900	.10	
Gazette	Cons—Th—W	5,900	.10	

LE PLUS FORT TIRAGE QUOTIDIEN AU CANADA

LA PRESSE

CIRCULATION DE L'EDITION QUOTIDIENNE 66,483

QUINZIEME ANNEE—N° 217 MONTREAL, MARDI 18 JUILLET 1899 HUIT PAGES—UN CENTIN

L'EAU QUE NOUS BUVONS

La filtration soit artificielle ou naturelle s'impose—Explications et dessins sur les systèmes en vogue aux Etats-Unis et en Angleterre

POUR MGR. BOURGET

MONTREAL

IS THE COMMERCIAL METROPOLIS of the DOMINION

The Circulation of the Montreal Daily

La Presse

is larger than that of any daily published in Canada, French or English, without exception.

Sworn circulaiton over

66,000 a day, one edition only.

ARTHUR LAMALICE
Manager Advertising Dep.

Leading Dailies and Weeklies—*Continued.*

DOMINION OF CANADA—Quebec.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
MONTREAL.—Continued.				
Herald	Lib—Eve—D	6,500	.12½	
Herald	Lib—We—W	4,500	.12½	
Minerve (French)	Morn-D	7,100	.10	
Patrie (French)	Ref—Eve—D	19,000	.10	
Patrie (French)	Ref—Sa—W	12,000	.15	
Presse (French)	Ind—Eve—D	66,000	.15	
Presse (French)	Ind—Th—W	35,000	.12½	
Star	Ind—Eve—D	51,000	.12½	
Herald and Star	Ind-Tu-W	107,000	.25	
Witness	Ind—Eve—D	14,000	.10	
Witness	Ind—Tu—W	28,000	.20	
QUEBEC, c.h., 63,000—Quebec Co.				
Courrier du Canada (French)	Cons—Eve—D	3,100	.05	
Evenement (French)	Eve-D	14,000	.10	
Journal des Campagnes (French)	Cons—Th—W	8,000	.10	
Chronicle	Cons-Morn-D	3,800	.05	
Gazette	Cons—We—W	1,000	.03	
Soleil (French)	Lib—Eve—D	10,000	.10	
Soleil (French)	Lib—Th—W	7,800	.10	
Telegraph	Ind—Eve—D	4,500	.05	
Budget	Ind—Sa—W	1,800	.03	

ONTARIO.

Belleville, c.h., 9,916—Hastings Co.				
Intelligencer	Cons—Eve—D	1,000	.10	
Intelligencer	Cons—Th—W	2,800	.10	
Ontario	Ref—Eve—D	1,350	.10	
Chronicle	Fr—W	3,150	.10	
Sun	Ind—Eve—D	1,350	.10	
Sun and Miner	Ind—Th—W	1,200	.10	
Berlin, c.h., 7,425—Waterloo Co.				
News-Record	Cons-Eve-D	1,200	.05	
News-Record	Cons—Th—W	1,500	.05	
Brantford, c.h., 16,300—Brant Co.				
Courier	Cons—Eve—D	2,000	.05	
Courier	Cons—Fr—W	1,900	.05	
Expositor	Lib—Eve—D	2,900	.05	
Expositor	Lib—Fr—W	2,800	.05	
Brockville, c.h., 8,793—Leeds Co.				
Recorder	Lib—Eve—D	1,100	.05	
Recorder	Lib—Fr—W	1,300	.05	
Times	Cons—Eve—D	1,200	.05	
Times	Cons—Tu and Fr—SW	2,250	.05	
Chatham, c.h., 9,052—Kent Co.				
Banner	Lib—Eve—D	1,700	.05	
Banner	Lib—Tu and Fr—SW	2,375	.07	
Planet	Cons—Eve—D	1,400	.05	
Planet	Cons—We—W	3,900	.10	

Canada's Leading Newspaper

The Toronto Globe

HENRY BRIGHT
United States Representative

Tribune Building
New York

Boyce Building
Chicago

The Telegram

DAILY AND WEEKLY

WINNIPEG, MANITOBA

Circulates in every section of Manitoba and Canadian Northwest Territories.

Advertisers are invited to inspect subscription lists, route books and agents' reports, to verify statement that the circulation of THE TELEGRAM, either of the morning or weekly editions, is equal to that of other leading newspapers published in Manitoba.

Correspondence solicited as to advertising rates.

ADDRESS:

THE WINNIPEG NEWS AND PUBLISHING CO., LIMITED

Leading Dailies and Weeklies—*Continued.*

DOMINION OF CANADA—Ontario.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Galt, 7,535—Waterloo Co.				
Reformer	Lib—Eve—D	900	.05	
Reformer	Lib—Th—W	3,400	.07	
Reporter	Cons—Eve—D	700	.05	
Reporter	Cons—Th—W	2,600	.05	
Guelph, c.h., 10,537—Wellington Co.				
Herald	Cons—Eve—D	1,100	.05	
Herald	Cons—Th—W	3,300	.10	
Mercury and Advertiser	Ref—Eve—D	1,500	.05	
Mercury and Advertiser	Ref—Th—W	5,200	.10	
Hamilton, c.h., 48,890—Wentworth Co.				
Times	Ref—Eve—D	6,500	.10	
Times	Ref—Th—W	7,200	.10	
Herald	Ind—Eve—D	4,400	.10	
Spectator	Cons—Eve—D	10,000	.10	
Spectator	Cons—Th—W	9,500	.15	
Kingston, c.h., 19,264—Frontenac Co.				
British Whig	Lib—Eve—D	2,500	.10	
British Whig	Lib—Th—W	6,200	.15	
News	Cons—Eve—D	2,000	.10	
News	Cons—Mo and Th—SW	2,900	.10	
London, c.h., 32,000—Middlesex Co.				
Advertiser	Lib—Eve—D	8,300	.10	
Advertiser	Lib-Fr-W	21,000	.15	
Free Press	Cons-Mo & Ev-D	9,400	.10	
Free Press	Cons—Th—W	12,800	.10	
News	Ind—Eve—D	8,400	.08	
OTTAWA, c.h., 75,000—Carleton Co.				
Citizen	Cons-Mo & Ev-D	5,900	.10	
Citizen	Cons-Mo & Th-SW	1,200	.06	
Journal	Ind—Eve—D	5,800	.10	
Journal	Ind—Tu and Fr—SW	3,400	.05	
Free Press	Lib—Eve—D	7,500	.10	
Free Press	Lib-Mo-Th-SW	8,500	.10	
Peterboro, c.h., 9,717—Peterboro Co.				
Review	Cons—Eve—D	850	.08	
Review	Cons—Fr—W	2,200	.08	
Examiner	Lib—Eve—D	1,500	.08	
Examiner	Lib—Th—W	2,500	.08	
Times	Ind—Eve—D	2,400	.10	
Times	Ind—Fr—W	5,300	.10	
St. Catharine's, c.h., 9,170—Lincoln Co.				
Journal	Ref—Eve—D	1,150	.03	
Journal	Ref—Th—W	1,900	.03	
Star	Cons—Eve—D	1,900	.03	
Star	Cons—Th—W	850	.03	
Standard	Ref—Morn—D	2,600	.03	
Standard	Ref—Th—W	1,400	.03	

THE TORONTO (CANADA) NEWS.

Sworn Circulation, 42,283.

United States exports during 1898 to Canada, . . .	$90,454,866
South America, ...	$35,102,408
Central America, ...	5,086,124
Asia, ...	46,950,720
	87,139,252

WHAT OUR ADVERTISERS SAY:

MUNYON: "Main factor in our success in Canada." "*News* leads them all in results."

RIPANS CHEMICAL CO.: "Profits of three months' sales paid for twelve months' advertising."

DR. A. W. CHASE MED. CO.: "The best evening paper in Canada." "Always on top in results."

DODD'S MEDICINE CO.: "Good results." "One of the best mediums in Canada." "Almost a necessity."

SLOCUM CHEMICAL CO.: "Could not afford to be without a *News* contract."

DR. SANDEN: "One of the best in Ontario." "Results as good, if not better, than any other."

SALADA TEA CO.: "We consider it indispensable."

MONSOON TEA CO.: "Very satisfactory results."

HYSLOP BROTHERS, Bicycles: "Results very satisfactory. One of our most profitable investments."

H. A. GALLOWAY, Dentist: "Gratifying results." "An A1 medium."

R. S. WILLIAMS CO., Pianos: "Have tried all the dailies in Canada. The *News* is the very best."

CLAPP SHOE CO: "Results extremely satisfactory and constantly growing better."

HALLARN PLUMBING CO.: "Far in advance of any other paper in bringing direct returns."

GEO. E. SCROGGIE, Advertising Manager.

NEW YORK OFFICE, 245 Broadway.
J. J. GIBBONS, Representative.

WM. DOUGLAS, Manager and Editor.

Leading Dailies and Weeklies—*Continued.*

DOMINION OF CANADA—Ontario.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
St. Thomas, c.h., 11,300—Elgin Co.				
Journal	Lib—Eve—D	3,000	.03	
Journal	Lib—Th—W	2,300	.03	
Times	Cons—Eve—D	2,800	.03	
Times	Cons—Th—W	3,400	.03	
TORONTO, c.h., 181,200—York Co.				
News	Ind—Eve—D	42,000	.12½	
Star	Ind—Eve—D	13,000	.10	
Telegram	Ind—Eve—D	21,000	.10	
Globe Ref—Morn and Eve—D		31,000	.15	
Globe and Canada Farmer Ref—We—W		25,600	.15	
Mail and Empire Cons-Morn and Eve-D		23,000	.15	
Mail & Empire	Cons-Th-W	18,000	.15	
World	Ind—Morn—D	22,500	.10	
World	Ind—Su—W	7,200	.10	
Monetary Times	Com—Fr—W	5,400		
Windsor, 10,322—Essex Co.				
Record	Lib—Eve—D	1,500	.05	
Record	Lib—Tu and Fr—SW	3,400	.05	
Woodstock, c.h., 8,612—Oxford Co.				
Sentinel-Review	Lib-Eve-D	2,700	.05	
Sentinel-Review	Lib-We-W	4,800	.07	
MANITOBA.				
WINNIPEG, c.h., 25,639—Winnipeg Co.				
Free Press Ind-Morn and Eve-D		10,000	.15	
Free Press	Ind-Mo & Th-SW	8,000	.15	
Nor'-Wester	Ind-Mo & Ev-D	2,700	.07	
Nor'-Wester	Ind—Th—W	7,800	.10	
Tribune	Ind—Eve—D	4,700	.07	
Tribune	Ind—Th—W	8,800	.10	
BRITISH COLUMBIA.				
Vancouver, 13,685—Vancouver Co.				
News-Advertiser	Ind-Morn-D	1,500	.05	
News-Advertiser	Ind-We-W	2,000	.05	
World	Ind-Eve-D	5,000	.06	
World	Tu-Fr-SW	10,000	.06	
VICTORIA, c.h. 23,000–Vancouver Isld. Co.				
Colonist	Cons-Morn-D	2,500	.10	
Colonist	Cons-Tu & Fr-SW	2,300	.10	
Times	Lib-Eve-D	2,200	.10	
Times	Lib—Mo and Th—SW	3,000	.10	

The preparation of judicious advertising is proof positive of a great gift. Rightly used, it means success to the advertiser.

THE "S. T." PAPER FILER AS USED IN THE FILING ROOMS OF THE J. WALTER THOMPSON CO.

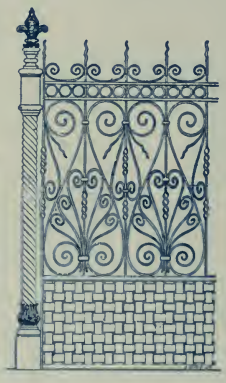
Estey Wire Work Co.

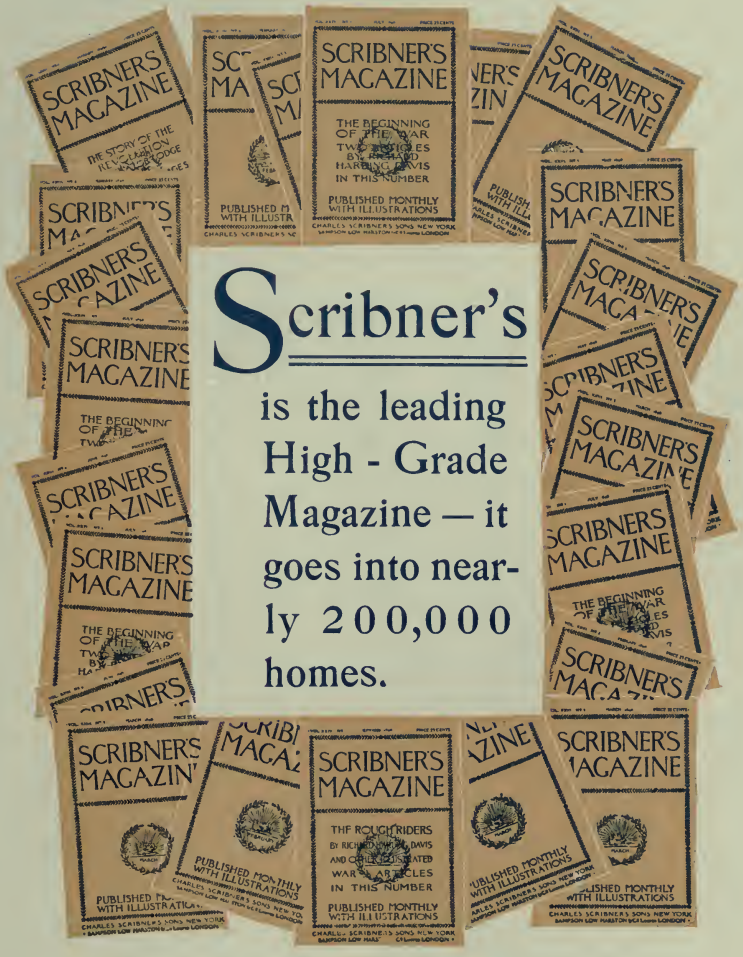
67 Fulton St.
New York

Manufacturers of

BRASS AND WIRE OFFICE AND BANK RAILINGS, PARTITIONS AND ENCLOSURES

Ornamental Wire and Iron Work of All Kinds.




Scribner's
is the leading High - Grade Magazine — it goes into nearly 200,000 homes.
SCRIBNER'S MAGAZINE
THE BEGINNING OF THE WAR
THE ROUGH RIDERS
PUBLISHED MONTHLY WITH ILLUSTRATIONS
CHARLES SCRIBNER'S SONS NEW YORK

Shrewd advertisers have come to regard

COLLIER'S WEEKLY

AS

A SPECIAL PROPOSITION

and are including it on lists where otherwise the appropriation is strictly confined to monthly mediums.

Why? *Because* it has a guaranteed circulation of 200,000 copies per week, the largest circulation of any magazine or periodical that sells for $3.00 or more per year. *Because* over 80 per cent of this circulation consists of annual subscriptions, thereby enabling the advertiser to enter 160,000 homes each week. *Because* its advertising rate of 75 cents per line gross is a remarkably low one.

ANY PROOF?

During the first three months of 1899, 214 Columns, or 16½ Columns per issue.
" " second " " " " 314 " " 24 " " "

This represents in six months an increase of 50 per cent in advertising — increasing advertising proves result-bringing ability.

WHAT OF THE FUTURE?

This increase has caused the immediate preparation for, a: An enlargement in the size of the paper. b: The addition of a Department for Women to be designed upon entirely new and original lines. c: Color Work in the Art Department.

Conde Nast, Manager
ADVERTISING DEPARTMENT

523 *West 13th Street, New York*

AMERICA'S MOST PROGRESSIVE WEEKLY

LEADING MAGAZINES

Reaching a National Audience

Great storehouses of valuable information and literary merit, that rarely grow old. Their lasting qualities are too well known to need explanation. Their aggregate circulation stretches into the millions, and each copy is read by many people.

This list includes ONLY those which are bound in the regulation magazine size pages, the printing, 5½ inches wide by 8 inches deep. Nothing of value is omitted.

See next list for Monthly Publications, many of which are of magazine character.

Hundreds of customers of this agency are constant and satisfied patrons of selections from these lists. Special estimates on application.

Dates of closing forms for advertising pages are given as a convenience. In some cases these are arbitrary, as in the case of the larger magazines; while in other cases a little leeway is obtainable, especially if contracts are made in advance.

Circulations are estimated from the best sources of conservative information obtainable, and are believed to be substantially correct.

	Estimated Circ.	Pubs. ¼ page price.
Ainslee's Magazine, New York,	110,000	30.00
Forms close 1st preceding date of issue.		
American Kitchen Magazine, Boston,	10,000	12.50
Forms close first of each month.		
American Magazine, New York,	75,000	25.00
Forms close 1st of each month.		
Appleton's Popular Science, New York,	22,000	12.50
Forms close 1st of previous month.		
Argosy, New York,	20,000	15.00
Forms close 25th of preceding month.		
Atlantic Monthly, Boston,	14,000	15.00
Forms close 1st of preceding month.		
Canadian Magazine, Toronto,	9,500	8.00
Forms close 10th of preceding month.		
Cassier's Magazine, New York,	17,500	15.00
Forms close three weeks in advance.		
Century Magazine, New York,	185,000	62.50
Forms close 30 days previous to date of issue.		
Chaperone, St. Louis,	45,000	30.00
Forms close 25th of second previous month.		

Memorandum.

Just tell the people what you have to sell. Tell it energetically. That will draw attention. The rest is easy, and the grist will come to your mill.

This magazine has struck the popular chord

and proves itself a profitable medium for all mail order advertisers.

CIRCULATION GUARANTEED OVER

☆☆☆ 110,000 PER MONTH ☆☆☆

AINSLEE'S MAGAZINE is first in economy to the advertiser; first in character and expensiveness of literary and art features.

Write the publishers for rates and specimen copies, or full particulars can be obtained from any reputable advertising agency in the United States. Forms close first of the month preceding date of publication.

CLARENCE C. VERNAM
Advertising Manager.

Messrs. STREET & SMITH, Publishers
New York City.

Leading Magazines—*Continued.*

	Estimated Circ	Pubs. ¼ page price.	Memorandum.
Chautauquan, Meadville, Pa.,	100,000	25.00	
Forms close 3d and 8th of preceding month.			
Cosmopolitan, Irvington, N. Y.,	333,000	112.00	
Forms close 1st of previous month.			
Donahoe's Magazine, Boston,	38,000	25.00	
Forms close 15th of previous month.			
Forum, New York,	40,000	20.00	
Forms close 5th of preceding month.			
Frank Leslie's Popular Monthly, New York,	200,000	50.00	
Forms close 25th second preceding month.			
Good Housekeeping, Springfield, Mass.,	30,000	15.00	
Forms close 10th of preceding month.			
Harper's Magazine, New York,	170,000	62.50	
Forms close one month in advance.			
Lippincott's Magazine, Phila.,	70,000	30.00	
Forms close 25th of second previous month.			
McClure's Magazine, New York,	366,000	96.00	
Forms close 25th second preceding month.			
Metropolitan Magazine, New York,	150,000	30.00	
Forms close 6th of preceding month.			
National Magazine, Boston,	40,000	18.00	
Forms close 10th of preceding month.			
New England Magazine, Boston,	20,000	15.00	
Forms close 10th of preceding month.			
New Illustrated Magazine, New York,	65,000	25.00	
Forms close 25th second preceding month.			
Nickel Magazine, Boston,	65,000	20.00	
Forms close 10th of preceding month.			
North American Review, New York,	50,000	25,00	
Forms close 12th of preceding month.			
Outing, New York,	40,000	35.00	
Forms close 25th of second previous month.			

Advertising is a science nowadays. It must be studied. If you had to undergo an operation, would you prefer a quack or a skilled surgeon?

The advertisements in TABLE TALK are read because its subscribers have found they can rely upon it. Sample copy and advertising rates free.

TABLE TALK is of special value to Advertisers of Food Products, Table Delicacies, Kitchen Utensils, Dining Room Conveniences, Table Ware, Household Goods, and Wearing Apparel for Women. *For advertising rates and sample copy address*

TABLE TALK PUBLISHING CO., Philadelphia

Leading Magazines—*Continued.*

	Esti-mated Circ.	Pubs. ¼ page price.	Memorandum.
Overland, San Francisco,	25,000	15.00	
Forms close 10th of previous month.			
Pall Mall Magazine, New York,	25,000	12.50	
Forms close 3d of preceding month.			
Parisian Magazine, New York,	45,000	18.75	
Forms close 15th of preceding month.			
Pearson's Magazine, New York,	125,000	37.50	
Forms close 20th of second preceding month.			
Puritan, New York,	48,000	25.00	
Forms close 25th of second preceding month.			
Quaker, New York,	25,000	17.50	
Forms close 25th of second preceding month.			
Recreation, New York,	80,000	60.00	
Forms close 1st of preceding month.			
Review of Reviews, New York,	158,000	50.00	
Forms close 1st of preceding month.			
St. Nicholas, New York,	75,000	40.00	
Forms close 30 days prior to date of issue.			
Scribner's Magazine, New York,	175,000	62.50	
Forms close 1st of previous month.			
Self Culture, Akron, O.,	80,000	20.00	
Forms close 5th of previous month.			
Short Stories, New York,	20,000	10.00	
Forms close 5th of preceding month.			
Strand Magazine, New York,	200,000	62.50	
Forms close 20th of second preceding month.			
Table Talk, Philadelphia,	26,000	15.00	
Forms close 15th of preceding month.			
The Munsey, New York,	500,000	100.00	
Forms close 25th of second preceding month.			
Trained Motherhood, New York,	16,000	15.00	
Forms close 10th of preceding month.			
Trained Nurse, New York,	10,000	10.00	
Forms close 20th of preceding month.			
Wide World, New York,	80,000	31.25	
Forms close 25th of second preceding month.			

ropriate medium is as bad as a badly-
edium.

Since this book went to press we have received the publisher's statement as below of NET circulation:

Argosy, New York	77,412
Munsey's Magazine, New York	605,583
Puritan, New York	147,148
Quaker, New York	43,929

The advertisements in TABLE TALK are read because its subscribers have found they can rely upon it. Sample copy and advertising rates free.

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TABLE TALK PUBLISHING CO., Philadelphia

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Puritan, New York	147,148
Quaker, New York	43,929

Leading Magazines—*Continued.*

	Estimated Circ.	Pubs. ¼ page price.	Memorandum.
Overland, San Francisco,	25,000	15.00	
Forms close 10th of previous month.			
Pall Mall Magazine, New York,	25,000	12.50	
Forms close 3d of preceding month.			
Parisian Magazine, New York,	45,000	18.75	
Forms close 15th of preceding month.			
Pearson's Magazine, New York,	125,000	37.50	
Forms close 20th of second preceding month.			
Puritan, New York,	48,000	25.00	
Forms close 25th of second preceding month.			
Quaker, New York,	25,000	17.50	
Forms close 25th of second preceding month.			
Recreation, New York,	80,000	60.00	
Forms close 1st of preceding month.			
Review of Reviews, New York,	158,000	50.00	
Forms close 1st of preceding month.			
St. Nicholas, New York,	75,000	40.00	
Forms close 30 days prior to date of issue.			
Scribner's Magazine, New York,	175,000	62.50	
Forms close 1st of previous month.			
Self Culture, Akron, O.,	80,000	20.00	
Forms close 5th of previous month.			
Short Stories, New York,	20,000	10.00	
Forms close 5th of preceding month.			
Strand Magazine, New York,	200,000	62.50	
Forms close 20th of second preceding month.			
Table Talk, Philadelphia,	26,000	15.00	
Forms close 15th of preceding month.			
The Munsey, New York,	900,000	100.00	
Forms close 25th of second preceding month.			
Trained Motherhood, New York,	16,000	15.00	
Forms close 10th of preceding month.			
Trained Nurse, New York,	10,000	10.00	
Forms close 20th of preceding month.			
Wide World, New York,	80,000	31.25	
Forms close 25th of second preceding month.			

A proper advertisement placed in an inappropriate medium is as bad as a badly-constructed advertisement placed in a proper medium.

THE MAYFLOWER FLORAL PARK NEW YORK

Circulation 300,000 Monthly

The largest, handsomest and best Floral Magazine published in America

Superb covers in many colors, with different designs each month.

It Pays Advertisers

BECAUSE its circulation was obtained by advertising; its subscribers read and answer advertisements.

BECAUSE most of its subscribers preserve their copies and have them bound, thus obtaining a regular encyclopedia on the subject of Floral Culture.

BECAUSE over 95 per cent. of its subscribers are women, and it is a well known fact that women are the great buyers.

Ask The J. Walter Thompson Company

about the great paying qualities of this medium, or

Address H. M. CARLETON, Manager Advertising Department
TEMPLE COURT, NEW YORK, N Y.

MONTHLY PUBLICATIONS

Valuable in reaching Homes

These publications are of the same general character as the magazines in the quality of their contents, but differ in size, having larger pages and fewer of them. The pages vary in size from two to four columns.

Circulations have been obtained legitimately, by virtue of merit, and the readers are an advertisement-answering constituency that all general advertisers should reach.

Dates of closing forms for advertising pages are given as a convenience. In some cases these are arbitrary, as in the case of the larger publications; while in other cases, a little leeway is obtainable, especially if contracts are made in advance.

Circulations are estimated from the best sources of conservative information obtainable, and are believed to be substantially correct.

The single time line rates are given simply to enable our customers to form an idea of the relative cost. In most cases, however, for extended work these would be misleading, as the papers give discounts for time or space. The safest way is to send to us for a detailed estimate.

	Estimated Circ.	Pubs. one t. rate.	Memorandum.
American Queen, New York, Forms close 1st of preceding month.	360,000	1.50	
Art Amateur, New York, Forms close 15th of preceding month.	20,000	.40	
Art de la Mode, New York, Forms close 15th of second preceding month.	30,000	.50	
Art Interchange, New York, Forms close 20th of previous month.	20,000	.40	
Babyhood, New York, Forms close 20th of previous month.	16,000	.40	
Birds and All Nature, Chicago, Forms close 15th of previous month.	30,000	.20	
Black Cat, Boston, Forms close 1st of preceding month.	160,000	.65	
Bon Ton, New York, Forms close 15th of second preceding month.	30,000	.50	
Brush and Pencil, Chicago, Forms close 15th preceding month.	10,000	.25	
Child Study Monthly, Chicago, Forms close 15th of previous month.	10,000	.15	
Conkey's Home Journal, Chicago, Forms close 10th of previous month.	115,000	.60	
Current Literature, New York, Forms close 10th of preceding month.	50,000	.20	
Delineator, New York, Forms close 10th of second preceding month.	500,000	2.00	

In advertising goods, mean what you say and say exactly what you mean. That is the way to win the confidence of the public.

TWO DISTINCTIVE LEADERS

MERITORIOUS AND CLEAN.

SIX HUNDRED AND Twenty Nine THOUSAND

AGGREGATE CIRCULATION

PAID IN ADVANCE SUBSCRIBERS.

Monthly Publications—*Continued.*

	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Designer, New York,	250,000	1.00	
Forms close 12th of second month previous.			
Elite Styles, New York,	50,000	.50	
Forms close 12th of preceding month.			
Ev'ry Month, New York,	50,000	.50	
Forms close 10th of preceding month.			
Everywhere, Brooklyn,	40,000	.20	
Forms close 20th of preceding month.			
Facts and Fiction, Chicago,	10,000	.30	
Forms close 25th of preceding month.			
Food and Drink, New York,	150,000	.50	
Forms close 10th of preceding month.			
Gentlewoman, New York,	300,000	1.50	
Forms close 15th of previous month.			
Glass of Fashion, New York,	200,000	.75	
Forms close 10th of second month preceding.			
Harper's Round Table, New York,	60,000	.50	
Forms close 24th of second preceding month.			
Home Monthly, Boston,	200,000	1.00	
Forms close 10th of previous month.			
Home Magazine, New York,	35,000	.40	
Forms close 15th of preceding month.			
Home Magazine, Washington,	181,000	.75	
Forms close 5th to 15th of previous month.			
Home Queen, Philadelphia,	125,000	.60	
Forms close 10th of previous month.			
Home Talk, New York,	300,000	1.00	
Forms close 10th of previous month.			
Household, Boston,	100,000	.60	
Forms close 15th of preceding month.			
Housekeeper, Minneapolis,	126,000	.60	
Forms close fifteen days in advance of date.			
Housewife, New York,	100,000	.50	
Forms close 12th of previous month.			
How to Grow Flowers, Springfield, O.,	110,000	.50	
Forms close 1st of previous month.			
Humane Alliance, New York,	75,000	.40	
Forms close 15th of previous month.			
Independent Forester, Toronto,	159,000	.85	
Forms close 10th of previous month.			
Judge's Library, New York,	85,000	.20	
Forms close 1st of previous month.			
Ladies' Home Journal, Phila.,	820,000	5.00	
Forms close 15th of second month previous.			

The rule followed by judicious business men in the advertisements they run from day to day is to improve them. Monotony means death.

CIRCULATION over
500,000 Each Month

THE DELINEATOR

IS A MONTHLY
MAGAZINE OF

FASHION, CULTURE AND FINE ARTS

THE DELINEATOR has the *largest paid circulation* of any Fashion Magazine in the World. This circulation is not forced nor temporary, but constant and steadily increasing. The increase is due to *intrinsic merit*, being acquired without the aid of Free Lists, Club Rates or Sample Copies. ::: ::: ::: ::: ::: :::

Subscription Price, : : $1.00 per Year

POSTPAID BY THE PUBLISHERS TO ANY ADDRESS
IN THE UNITED STATES, CANADA OR MEXICO

To Advertisers:

Manufacturers and dealers handling articles of household use or ornament can bring their goods prominently before the buying public by advertising them in THE DELINEATOR, which has a guaranteed circulation of OVER HALF A MILLION COPIES A MONTH, and is read by a buying clientele, whose faith in the publication is founded on the FACT that we aim to furnish them with advices, the good taste of which cannot be questioned.

The advertising rate is $2.00 per agate line, which is less than TWO-FIFTHS OF A CENT A LINE PER THOUSAND COPIES.

NO ADVERTISEMENT FOR LESS SPACE
THAN FIVE LINES WILL BE ACCEPTED

The Butterick Publishing Co. (Ltd.)
7 to 17 West 13th St., New York

Monthly Publications—*Continued.*

	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Ladies' World, New York, Forms close 1st of preceding month.	450,000	2.00	
Ledger Monthly, New York, Forms close 1st of preceding month.	150,000	.75	
Leisure Hours, Philadelphia, Forms close 20th of previous month.	25,000	.40	
Menorah Monthly, New York, Forms close 20th of preceding month.	10,000	.20	
Metropolitan and Rural Home, New York, Forms close 14th of previous month.	500,000	2 00	
McCall's Magazine, New York, Forms close 10th 2d month preceding	140,000	.40	
Modes and Fabrics, New York, Forms close 1st preceding month.	300,000	1.25	
Modern Priscilla, Boston, Forms close 10th previous month.	60,000	.40	
New Ideas, Philadelphia, Forms close 15th of previous month.	150,000	.50	
Normal Instructor, Danville, N. Y., Forms close 15th of preceding month.	100,000	.40	
Paragon Monthly, New York, Forms close 5th preceding month.	200,000	.80	
Popular Fashions, New York, Forms close 15th of previous month.	200,000	.75	
Pocket Magazine, New York, B. M. Forms close five weeks in advance.	40,000	.40	
Puck's Library, New York, Forms close 10th of second preceding month.	85,000	.50	
Toilettes, New York, Forms close 15th of second month previous.	60,000	.50	
Truth, New York, Forms close 1st of previous month.	50,000	.75	
Vick's Magazine, Rochester, N. Y. Forms close 15th of previous month.	30,000	.60	
Werner's Magazine, New York, Forms close 20th of preceding month.	15,000	.15	
What to Eat, Minneapolis, Forms close 5th of preceding month.	28,000	.25	
Woman's Home Companion, Springfield, O., Forms close 1st of previous month.	300,000	1.75	
Woman's Work, Athens, Ga., Forms close 25th of previous month.	50,000	.25	

Business is nourished by constant and judicious advertising, as the earth is enriched by fertilizers, and both cause bountiful crops.

If the present style of your advertisements does not bring success, get better ones.

LADIES PUBLICATIONS

GATEWAYS TO THE HOME CIRCLE

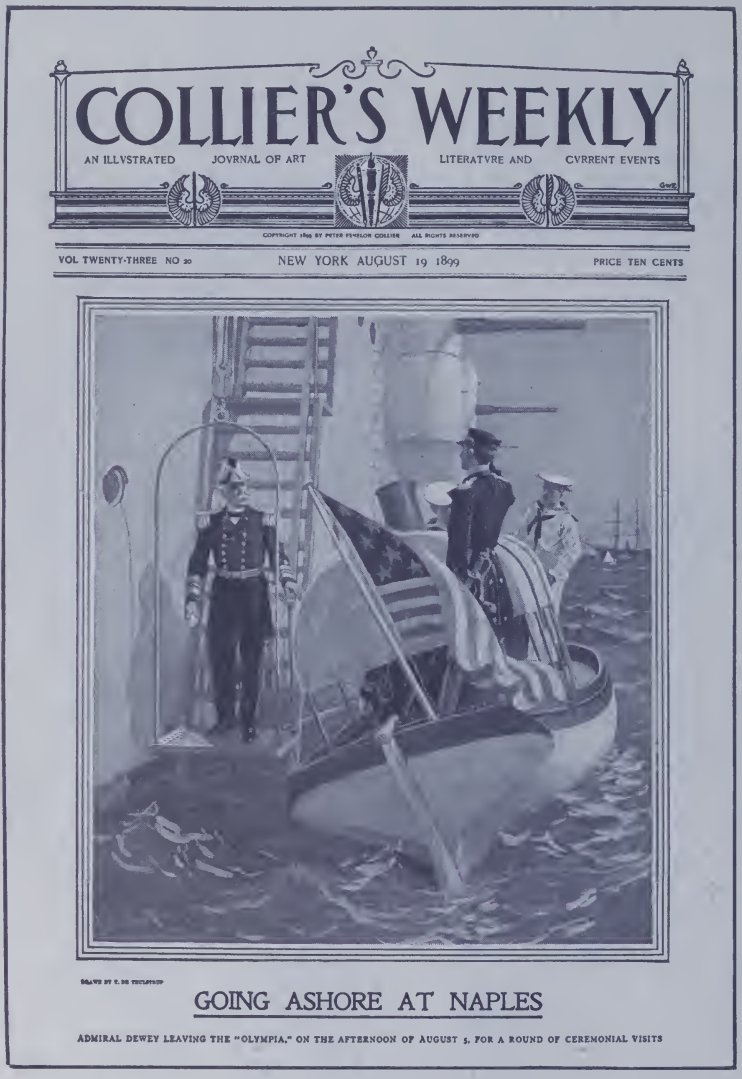
Requests are so often made for lists of *distinctively ladies' papers*, that the following excellent media are suggested. Advertisers having articles for ladies' consumption should keep in mind that 100 per cent. of the readers of ladies' publications are possible customers. They control the family purchases. For closing dates see other lists.

	Estimated Circ.	Pubs. one t. rate.	Memorandum.
American Queen, New York,	360,000	1.50	
Art De La Mode, New York,	30,000	.50	
Chaperone, St. Louis,	45,000	.50	
Delineator, New York,	500,000	2.00	
Designer, New York,	250,000	1.00	
Gentlewoman, New York,	300,000	1.50	
Glass of Fashion, New York,	200,000	.75	
Harper's Bazar, New York,	90,000	1.00	
Household, Boston, Mass.,	100,000	.60	
Housewife, New York,	100,000	.50	
Home Magazine, Washington, D. C.,	181,000	.75	
Home Talk, New York,	300,000	1.00	
Ladies' Home Journal, Philadelphia,	820,000	5.00	
Ladies' World, New York,	450,000	2.00	
Le Bon Ton, New York,	30,000	.50	
McCall's Magazine, New York,	140,000	.40	
Modes and Fabrics, New York,	300,000	1.25	
Modern Priscilla, Boston, Mass.,	60,000	.40	
Toilettes, New York,	65,000	.50	
Trained Motherhood, New York,	16,000	.30	
Woman's Farm Journal, St. Louis,	60,000	.40	
Woman's Work, Athens, Ga.,	50,000	.25	
Woman's Home Companion, Springfield, Ohio,	300,000	1.75	

Housekeeping Publications.

Am. Kitchen Magazine, Boston,	10,000	.30	
Food and Drink, New York,	150,000	.50	
Good Housekeeping, Springfield, Mass.,	30,000	.40	
Housekeeper, Minneapolis, Minn.,	126,000	.60	
Table Talk, Philadelphia,	26,000	.40	
What to Eat, Minneapolis, Minn.,	28,000	.25	

The better and brighter the advertisement, the better and surer are the results.



THE Quantity and Quality of the advertising that is being published from week to week in COLLIER'S will give you better than anything else an idea of its value as an advertising medium. Send for a copy and see for yourself.

See page 192.

ILLUSTRATED WEEKLIES

Favorites at Home and Abroad.

The great business, professional and traveling classes can be reached through these publications at a time when the mind has leisure and an inclination to be interested. These popular weeklies, great mirrors of our present civilization, touch these people at such a time, and carry your claims for patronage to them, as through the medium of a mutual friend. These people are of the sort that do not hesitate at price when convinced of merit or novelty. They are heavy purchasers, and a favorable introduction to them means large consumption, with consequent profit.

Circulations are estimated from best conservative sources, and are believed to be correct. Discounts for time or space are made from publishers' regular line rates as quoted. Estimates cheerfully furnished.

	Estimated Circ.	Pubs. one t. rate.
Brooklyn Life, New York,	25,000	.20
Collier's Weekly, New York,	200,000	.75
Criterion, New York,	25,000	.30
Harlem Life, New York,	12,000	.15
Harper's Bazar, New York,	90,000	1.00
Harper's Weekly, New York,	100,000	1.00
Illustrated London News, New York (Am. Ed.),	28,000	.60
Judge, New York,	70,000	1.00
Leslie's Weekly, New York,	76,000	.75
Life, New York,	50,000	.75
Puck, New York,	80,000	1.00
Scientific American, New York,	50,000	.75
Saturday Evening Post, Philadelphia,	165,000	1.00
Vogue, New York,	10,000	.40
Youth's Companion, Boston,	526,000	4.00

Memorandum.

Successful advertising is characterized by strong phrasing and economy of words.

You may know all about your own business, and yet be ignorant as to the best means of advertising it. Leave the advertising to us. That is our business.

A Popular Illustrated Weekly

Local only in name. Widespread in circulation.

It will be found at the fashionable winter and summer resorts, as well as at all the hotels and clubs of any importance in this country and Europe.

Popular Weeklies.

Each a representative organ of its class. Illustrated with specialties.

	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Army & Navy Journal, N. Y.,	7,000	.25	
Clipper, New York,	20,000	.20	
Dramatic Mirror, New York,	10,000	.25	
Dramatic News and Times, N. Y.,	25,000	.25	
Forest and Stream, New York,	10,000	.30	
News Letter, San Francisco,	15,000	.15	
Rider and Driver, New York,	25,000	.40	
Standard, New York,	100,000	1.00	

Literary and Society Weeklies.

These are well known and recognized as leaders in their peculiar sphere. Partially illustrated in special articles.

Beacon, Boston,	10,000	.15	
Elite, Chicago,	10,000	.15	
Home Journal, Boston,	10,000	.15	
Home Journal, New York,	12,000	.25	
Independent, New York,	25,000	.40	
Literary Digest, New York,	43,000	.40	
Littell's Living Age, Boston,	10,000	.25	
Outlook, New York,	100,000	.50	
Public Opinion, New York,	13,000	.12	
Saturday Evening Post, Phila.	165,000	1.00	
Sunny South, Atlanta, Ga.,	50,000	.15	
Town Topics, New York,	45,000	.60	
Vogue, New York,	10,000	.40	
Youth's Companion, Boston	526,000	4.00	

Weekly Story Papers.

Popular with people who enjoy light reading. Illustrated in fiction columns.

Family Story Paper, New York,	100,000	.75	
Fireside Companion, New York,	150,000	1.25	
Golden Hours, New York,	100,000	.50	
Happy Days, New York,	50,000	.40	
New York Weekly, New York,	200,000	1.00	
True Flag, Boston,	23,000	.20	
Waverley Magazine, Boston,	30,000	.12	

There is one motto for advertisers: Let the world know what you have to sell.

ELLIS' QUINTETTE

The Best Mail Order Mediums in the Country.

Circulations Guaranteed

The Gentlewoman,	$1.50 per agate line,		300,000
Metropolitan and Rural Home,	2.00	" "	500,000
The Home Monthly,	1.00	" "	200,000
Park's Floral Magazine,	1.25	" "	350,000
The Paragon Monthly,	.80	" "	200,000
Grand Total,			1,550,000

The readers of these publications are of the purchasing class, and they show their appreciation of the advertisers by liberally patronizing them. They pay others and will pay you.

THE ELLIS CO., 713-718 Temple Court, N. Y. CHICAGO: 112 Dearborn St. BOSTON: 227 Washington St.

MAIL ORDER PAPERS

POPULAR AND OF LARGE CIRCULATION

This is an exceedingly popular list among those whose trade is with the great masses living in every city, town and village in the country. It reaches those whose location is unfavorable for buying at stores, but who are buyers of things that please their fancy.

So great is the facility with which goods can be carried in the mails and by express that many hundreds of firms are doing a very large business in selling notions and dry goods, and even cigars, shoes, hardware, etc. Express rates are very low, and in strong competition with the United States mails, thus giving dealers and manufacturers unusual opportunities for distribution of goods.

Several of our customers in this line of business have expressed a decided preference for the lists given on the following pages. The papers are those whose subscribers are obtained by means of extensive and judicious advertising, and they thus go to people who answer advertisements and send money by mail. There are grades of papers in this list as to character of circulation, and judgment must of course be used in their selection.

The circulations quoted are estimated from the most conservative sources (not always up to the publishers' claims), but are believed to be substantially correct.

The one-time line rates are given only for convenience and to show the relative cost. In most cases there are discounts for time and space, and therefore a detailed estimate should be asked for, which we will furnish promply. Substitutes of equal value or due credit will be given if, for any reason, a paper does not insert.

MONTHLIES.	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Agricultural Epitomist, Indianapolis. Ind., Forms close 10th of preceding month.	182,000	1.00	
American Woman, Augusta, Me., Forms close 20th of previous month.	500,000	2.00	
Boyce's Monthly, Chicago, Forms close 15th to 25th of previous month.	600,000	2.00	
Cheerful Moments, New York, Forms close 20th of previous month.	100,000	.40	
Columbian, Boston, Forms close one month to twenty days in advance of date.	300,000	1.25	
Conkey's Home Journal, Chicago, Forms close 15th of previous month.	115,000	.60	
Comfort, Augusta, Me., First form closes 5th, 2d form 15th of previous month.	1,250,000	5.00	
Delineator, New York, Forms close 12th of second month previous.	550,000	2.00	
Ev'ry Month, New York, Forms close 15th of previous month.	50,000	.50	
Farm Journal, Philadelphia, Forms close 15th of previous month.	380,000	1.25 to 2.50, according to the months.	

A striking advertisement will focus attention and make a lasting impression.

The Glass of Fashion

Up-to-Date

THIS PUBLICATION was first issued October, 1896, to take the place of "The Ladies' Monthly Review," which was established in 1875. It met with unprecedented success, increasing rapidly in circulation. Its monthly issue is now over

200,000 COPIES PER MONTH.

THE DISTRIBUTION OF THIS MAGAZINE IS MADE AS FOLLOWS:

40 per cent. Paid Yearly Subscribers.

40 per cent. by Agents of the Butterick Publishing Co. (Ltd.) in the larger cities.

20 per cent. Retail Sales.

THE GLASS OF FASHION is sold in every part of the United States, being handled by over **5,000** of the leading merchants of the country.

It is issued also in a Spanish edition (at present 20,000 copies), for circulation in all Spanish-speaking countries.

Notwithstanding the marked improvement made in the appearance of the Magazine, the generous display of illustrations, the wealth of reading matter, and the edition of colored plates each month, it remains without question the lowest-priced first-class fashion and household Magazine in the world.

Subscription Price, - - 60 cents a year

Single Copies, - - - 7 cents each.

ADVERTISING RATES

75 cents per Agate line per insertion.

☞ No advertisements for less space than five lines will be accepted.

THE BUTTERICK PUBLISHING CO. (LTD.),

7 TO 17 WEST 13TH STREET, NEW YORK.

Mail Order Papers—*Continued.*

MONTHLIES.	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Farm News, Springfield, Ohio, Forms close 20th of previous month.	100,000	.50	
Gentlewoman, New York, Forms close 18th of previous month.	300,000	1.50	
Good Literature, New York, Forms close 10th of previous month.	255,000	1.00	
Good Reading, Sandusky, Ohio, Forms close 20th of month preceding.	30,000	.30	
Glass of Fashion, New York, Forms close 12th of second month previous.	200,000	.75	
Hearthstone, New York, First form closes 5th, 2d form 15th of preceding month.	600,000	2.50	
Housekeeper, Minneapolis, Forms close 15th of preceding month.	126,000	.60	
Housewife, New York, Forms close 10th of previous month.	100,000	.50	
Home Monthly, Boston, Forms close 15th of preceding month.	200,000	1.00	
Home Life, Caro, Mich., Forms close 15th of previous month.	25,000	.25	
Home Queen, Philadelphia, Forms close 15th of previous month.	125,000	.60	
Home Magazine, Washington, D. C., Forms close 15th of previous month.	181,000	.75	
Home Talk, New York, Forms close 10th of previous month.	300,000	1.00	
Home Visitor, Philadelphia, Forms close 20th of previous month.	145,000	.50	
Hours at Home, New York, First form closes 5th, 2d form 14th of previous month.	200,000	.85	
Household, Boston, Forms close 15th of previous month.	100,000	.60	
Household Companion, Boston, Forms close 20th of previous month.	26,000	.17	
Household Journal, Philadelphia, Forms close 20th of previous month.	150,000	.80	
How to Grow Flowers, Springfield, Ohio, Forms close 1st of previous month.	110,000	.50	
Humane Alliance, New York, Forms close 15th of preceding month.	75,000	.40	
Illustrated Companion, New York, Forms close 15th of previous month.	105,000	.60	
Inland, St. Louis, Forms close 20th of preceding month.	120,000	.50	
Ladies' Home Journal, Phila., Forms close 15th of second month preceding.	750,000	5.00	
Ladies' World, New York, Forms close 1st of preceding month.	450,000	2.00	
Ledger Monthly, New York, Forms close 1st of previous month.	200,000	.75	

The Glass of Fashion Up to Date.

Published Monthly by

THE BUTTERICK PUBLISHING CO., [LIMITED],

LONDON AND NEW YORK.

7 CENTS.

VOL. XL. No. 2. AUGUST, 1899.

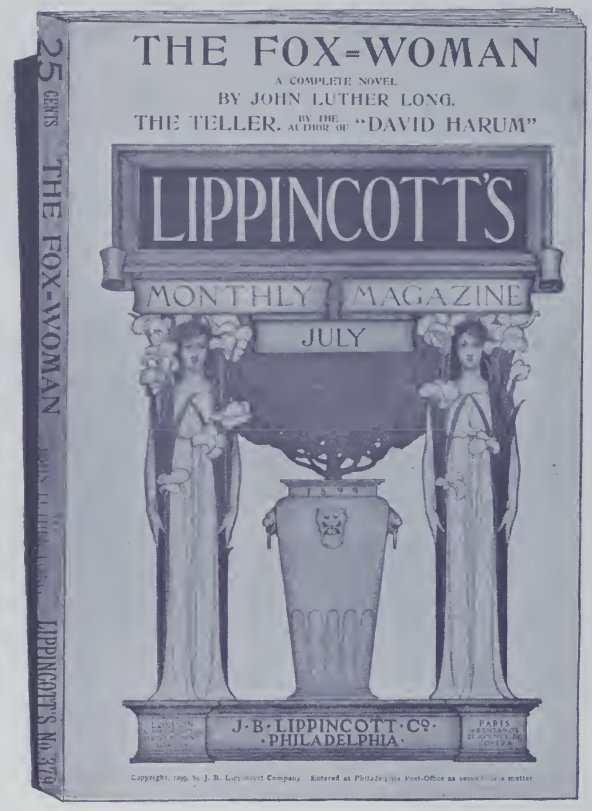
Yearly, - 60 Cents. (Copyright, 1899, by The Butterick Publishing Co. [Ltd.] All Rights Reserved.) Single Copies, 7 Cents.

ENTERED AT THE POST-OFFICE AT NEW YORK, N. Y., AS SECOND-CLASS MATTER.

Little, wide-awake advertisements often prove to be giants in disguise.

Mail Order Papers—*Continued.*

MONTHLIES.	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Lane's List, Augusta, Me., Sunshine, Family Herald, Golden Moments, Literary Companion, National Farmer, Forms close on 5th of month published 15th.	704,000	3.00	
Mayflower, Floral Park, N. Y., Forms close 1st of previous month.	300,000	1.25	
Metropolitan and Rural Home, New York, Forms close 14th of previous month.	500,000	2.00	
Modern Priscilla, Boston, Forms close 1st of previous month.	60,000	.40	
Modern Stories, New York, Forms close 20th of previous month.	300,000	1.25	
New Ideas, Philadelphia, Forms close 15th of previous month.	150,000	.50	
Normal Instructor, Dansville, N. Y., Forms close 15th of previous month.	100,000	.40	
Paragon Monthly, New York, Forms close 5th of previous month.	200,000	.80	
Park's Floral Magazine, Libonia, Pa., Forms close 5th of previous month.	350,000	1.25	
People's Home Journal, New York, Forms close 10th of previous month.	340,000	1.50	
Popular Fashions, New York, Forms close 10th of previous month.	250,000	1.00	
Sawyer Trio, Waterville, Me., American Nation, Fireside Gem, Home Treasury, Forms close one month in advance.	1,000,000	3.00	
Social Visitor, Boston, Forms close 15th to 20th previous month.	25,000	.25	
Sovereign Visitor, Omaha, Neb., Forms close 20th of preceding month.	75,000	.45	
Star, Oak Park, Ill., Forms close 15th of previous month.	75,000	.40	
Success, Westbrook, Me., Forms close 25th of preceding month.	100,000	.40	
Success With Garden and Farm, Reed City, Mich., Forms close 15th of preceding month.	100,000	.50	
Up to Date Farming and Gardening, Indianapolis, Ind., Forms close 25th of previous month.	75,000	.30	
Upton's Monthly, Chicago, Forms close 25th of preceding month.	70,000	.35	
Vickery & Hill's List, Augusta, Me., Fireside Visitor. Good Stories, Happy Hours, Hearth and Home, Forms close 1st of previous month.	1,500,000	6.00	



Full of Vitality and New Life

It never gets old, as each number contains a complete novel, giving a ***Continual Circulation,*** unlike others with continued stories. No illustrations in the body of the magazine, which makes advertisements stand out very bold.

Advertisers appreciate these points

Our advertising pages are interspersed with humorous illustrations by the most prominent artists. Compare our rates in proportion to circulation, with others.

For sample copy, address **LIPPINCOTT'S MAGAZINE, Philadelphia**

Mail Order Papers—*Continued.*

MONTHLIES.	Estimated Circ.	Pubs. one t. rate.	Memorandum.
Wayside Gleanings, Clintonville, Conn., Forms close 20th of previous month.	50,000	.25	
Welcome Friend, New York, Forms close 15th of preceding month.	50,000	.25	
Woman's Home Companion, Springfield, Ohio, Forms close first of preceding month.	300,000	1.75	
Woman's Farm Journal, St. Louis, Forms close first of previous month.	60,000	.40	
Woman's Home Journal, Boston, Forms close 10th of previous month.	200,000	1.00	
Woman's Work, Athens, Ga., Forms close 25th of previous month.	50,000	.25	
Word and Works, St. Louis, Forms close 10th previous month.	31,000	.30	
SEMI-MONTHLIES.			
Farm and Fireside, Springfield, O., Two editions, eastern and western. Forms close fifteen days in advance.	330,000	1.60	
Farm and Home, Springfield, Mass., Two editions, eastern and western. Forms close 5th and 20th of each month.	250,000	1.50	
Home and Farm, Louisville, Ky., Published on 1st and 15th. Forms close five days in advance.	100,000	.60	
WEEKLIES.			
Blade, Chicago, Ledger, Chicago, Forms close Saturday ten days in advance.	500,000	1.10	
Commonwealth, Covington, Ky., Forms close one week in advance.	100,000	.30	
National Tribune, Washington, D. C., Forms close one week in advance	118,000	.70	
World, tri-weekly, Mo., We., Fr., New York, Forms close the week previous.	165,000	.60	
Globe, Utica, N. Y., Forms close one week in advance.	138,000	1.00	
Telegram, Elmira, N. Y., Forms close one week in advance.	80,000	.50	
Grit, Williamsport, Pa., Forms close four days in advance.	100,000	.40	
New York Weekly, New York, Forms close twenty days in advance.	200,000	1.00	
Fireside Companion, New York, Forms close three weeks in advance.	150,000	1.25	
Saturday Evening Post, Phila., Forms close three weeks in advance.	165,000	1.00	

OVER TWO MILLIONS
COMBINED CIRCULATION.
IN BAPTIST HOMES OF AMERICA.
THE COLPORTER
OUR YOUNG PEOPLE
INTERMEDIATE QUARTERLY
THE BAPTIST TEACHER
USED FOR STUDY EVERY WEEK.
COVER THE BAPTIST FIELD.
American Baptist Publication Society Philadelphia Pa.

The LEADING RELIGIOUS PUBLICATIONS

Representing all denominations

Religious newspapers afford a very desirable medium for spreading publicity on account of the dissemination of religious thought and denominational news in their columns. Few intelligent families are without a publication of this sort.

Of late, the societies of young people of different beliefs are specially represented by organs of large circulation, popularity and influence, all of which are included in this list.

Where the denomination is not indicated by the name, it is shown by abbreviations.—Bap., Baptist; Cath., Catholic; C. E., Christian Endeavor; Chr., Christian; C. of G., Church of God; Cong., Congregational; Dis., Disciples; Ep., Episcopal; Ev., Evangelist or Evangelical; F. B., Free Baptist; Luth., Lutheran; Men., Mennonite; Meth., Methodist; Pres., Presbyterian; Ref. Ch., Reformed Church; Ref. Jew., Reform Jewish; Ref. Pres., Reformed Presbyterian; Spir., Spiritualist; U. B., United Brethren; Un., Undenominational or Unsectarian; Uni., Universalist; and Unit., Unitarian.

Circulations are estimated from best conservative sources and are believed to be correct. On account of the widespread character of circulation populations are not given. Copy for these papers should be in hand if possible one week in advance of date.

ARRANGED BY GEOGRAPHICAL SECTIONS.

NEW ENGLAND.

MAINE.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Bangor.				
Word and The Work	Cong—W	6,000	.06	
Portland.				
Zion's Advocate	Bap—W	2,900	.03	
NEW HAMPSHIRE.				
Concord.				
Congregational Record	Cong—W	1,500	.02	
East Canterbury.				
Manifesto	Shakers—M	1,000	.04	

NOT LIKE ANY OTHER PUBLICATION.

OVER 400,000 members of the AMERICAN MUSICAL ASSOCIATION, our special field. These people own pianos and organs, and buy more than the necessaries of life.

Circulation over 100,000 copies each month. Rates and service always satisfactory. Sample copy and further information that will interest you, mailed on request.

AMERICAN MUSICAL ASSOCIATION, Publishers. W. B. CONKEY COMPANY, Proprietors, Chicago.

Leading Religious Publications—*Continued.*

New England.

MASSACHUSETTS.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Boston.				
Banner of Light	Spir—W	20,000	.25	
Christian Register	Unit—W	7,677	.10	
Christian Witness	Meth—W	10,500	.10	
Christian Endeavor	World--W	100,000	.65	
Congregationalist	Cong—W	22,000	.25	
Herald of the Coming	One-W	2,100	.03	
Morning Star	F B—W	9,200	.10	
Pilot	Cath—W	74,586	.20	
Republic	Cath—W	40,000	.20	
Sacred Heart Review	Cath—W	40,000	.20	
Universalist Leader	Un—W	18,000	.20	
Watchman	Bap—W	17,000	.25	
Zion's Herald	Meth—W	17,500	.20	
Missionary Magazine	Bap—M	7,300	.10	
Christian Safeguard	Un—M	8,500	.10	
Contributor	Ev—M	20,000	.20	
Donahoe's Magazine	Cath—M	46,000	.80	
Missionary Herald	Cong—M	18,000	.15	
Pilgrim Teacher	Cong—M	15,000	.15	
Sunday School Helper	Uni-M	4,550	.15	
Watchword	Ev—M	3,500	.11	
Working Boy	Cath—M	85,000	.30	
Fall River.				
Catholic Advocate	Cath—W	2,500	.03	
Worcester.				
Messenger	Cath—W	3,600	.05	

RHODE ISLAND.

Providence.				
Rhode Island Church Messenger	Ev—M	2,000	.03	

CONNECTICUT.

Hartford.				
Connecticut Catholic	Cath—W	4,800	.04	
Religious Herald	Cong—W	850	.03	

If you are in business, but not in the advertising field, you are not in the world.

Strike boldly yet judiciously in arranging your advertisements. Tell the truth. Those who inspect your product will be the judges.

The Only Publication of the Kind

The Humane Alliance

A Magazine Devoted to the Cause of Humane Education

June, 1899

Volume 26. Number 6. | 127 East Twenty-third Street, New York City. | Five Cents a Copy. Fifty Cents a Year.

The Sport of The Mayor of Kettlebury.

By Richard R. Wightman.

The Mayor of Kettlebury held his own opinion as to what constituted a good time. He was willing that his neighbor, the sion alderman, should find sweet pleasure in a century run, he would not for the world depreciate the hilarious scrimmage of those among his loyal constituents who sought to pass the Eagle House, and touched dance and dance, nor would he quarrel with the Salvation Army Captain who was happiest when the snow in the barracks was red, and men and women with clothing and morals tattered from those wear jostled one another in their attempts to get down the sloping aisle in the pauvre form. But so far himself the Mayor was not a little consoled in shooting bare doves. True, in sporting parlance, and the newspaper reports, the birds were gunned by the sportsman "Pigeons," but the mayor knew that the mild eyed creatures which cured in the snoys, trembled on the traps, and afterward fell in the crack of his gun, were of the same species as those which used to sun in the gable of his father's wagon house and sat more from his sister's hand.

But the mayor's sporting blood was very warm and very red, and his pause at the consideration of the righteousness of dove killing was not more than that suggested by a cousin. Long ago he had lost interest in "Hay courses," and now a shot without the death of a bird was a mere waste of powder.

The winter season of snowy-night and snowy-nose was rather hard on the mayor, and so this respect was like all winter seasons. It meant a lull in blood-letting and that, to him, was the interruption of "a good time." However, anticipation is a large factor in soothing delightsome, and when the ground was white and the air chill enough to take the sense out of the sinuous dogs, and thing was left in the mayor-and-round sport, his mouth and rush the barrels of his Cashmere hammerless, dreaming meanwhile of the leather-shower which would surely fall upon the ground at Elkwood Park in April.

But anticipation, if long drawn out, becomes mixed with pain, and in the mayor was merry when the mounting, the snubbing and the dreaming were ended and the "all absorbed" of the conductor of the special train sent him from the tantalizing who had gathered in "the hall of" on his journey in the name of the control known as "The Grand American Handicap."

Once on board from the mayor found himself one of a gay party of gunned and cartridged men and women sufficient in number to fill seven coaches. These constituted merely the Western emergent of the Interstate throng which would gather about the traps at Elkwood. There was a deal of good fellowship in the party, for each was known to the other by face or fame, while reminiscence and prophecy were spoken by small bits in the probable number of errors.

On arriving at Elkwood Park the company of sweetness found awaiting them others of the

'Tis June, the snowy lillies blow
··In joy my tail I wag
And hope my skin may never be used
··To make a Gladstone bag

The work of humane education is of great importance and interest to our subscribers, insuring the careful reading of each issue. Readers forward their papers to friends, and the paper probably enjoys a larger number of readers to each copy than any other publication.

The Largest Circulation of any Animal Publication in the World

THE HUMANE ALLIANCE will pay well as an advertising medium; a trial order will demonstrate this fact. Only straightforward advertising accepted. Rate, 40 cents per agate line, 10 per cent. discount on six months' orders, 15 per cent. on yearly orders.

The Humane Alliance
NEW YORK

Die Rundschau.

Nachrichten aus der Heimat und Fremde.

Jahrgang 18. Chicago, Illinois, Mittwoch den 12. Mai 1897. Nummer 19.

REACHES 28,000 HOMES EVERY WEEK

THE MOST PROMINENT GERMAN LUTHERAN JOURNAL

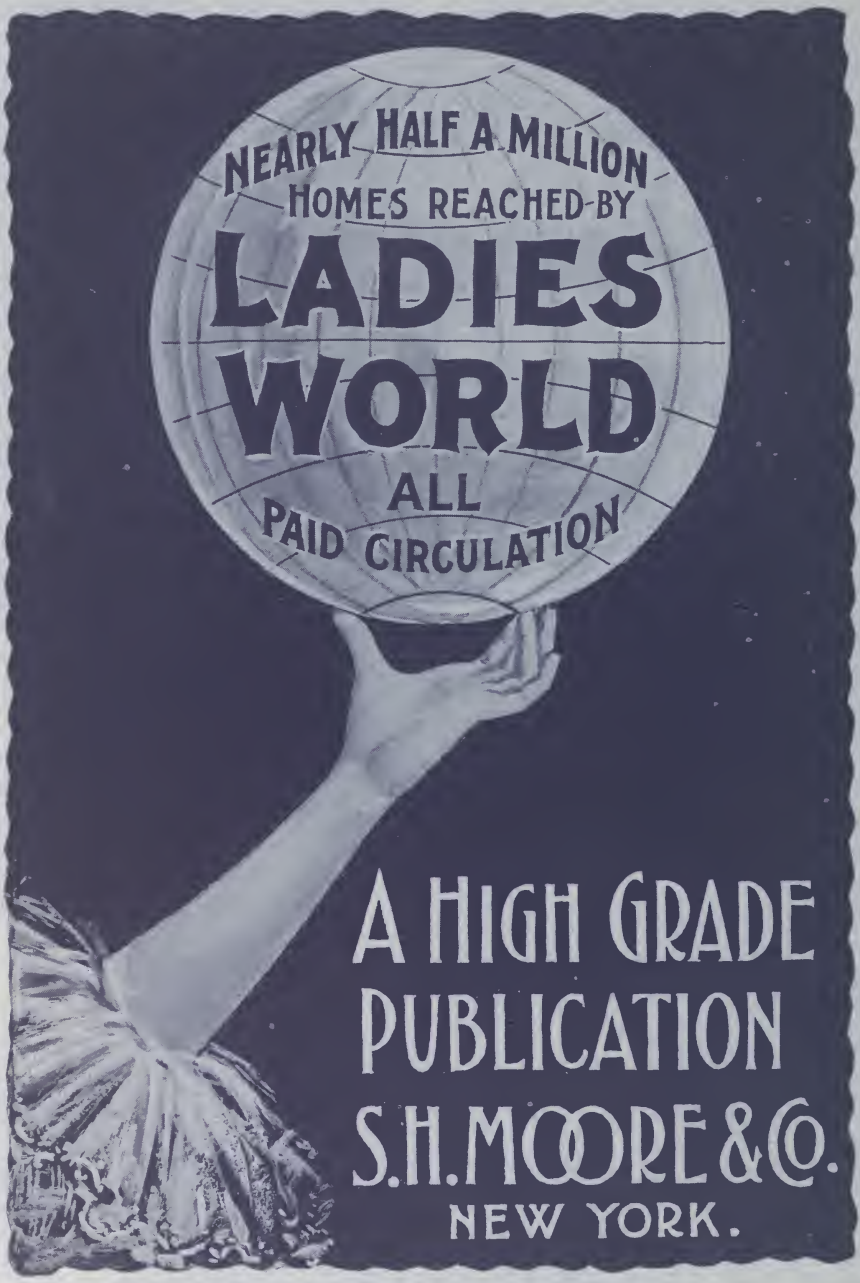
ONLY CLEAN ADS Admitted

Published at Chicago, Ill.

Leading Religious Publications—*Continued.*

MIDDLE STATES.

NEW YORK.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Buffalo.				
Aurora (German)	Cath—W	3,200	.03	
Catholic Union and Times	Cath—W	12,500	.06	
Christian Uplook	Meth—W	12,000	.10	
New York.				
Catholic News	Cath—W	60,000	.25	
Christian Advocate	Meth—W	41,000	.50	
Christian Herald and Signs of Our Times	Ev—W	250,000	1.25	
Christian Intelligencer	Ref Ch—W	11,000	.20	
Christian Nation	Ref Pres—W	10,000	.10	
Christian Work	Ev—W	22,500	.30	
Churchman	Ep—W	19,000	.30	
Congregational	Work—M	100,000	.60	
Evangelist	Pres—W	12,000	.12	
Examiner	Bap—W	30,000	.30	
Freeman's Journal and Catholic Register	Cath—W	52,000	.30	
Hebrew Standard	Jew—W	20,000	.20	
Jewish Messenger	Jew—W	6,500	.20	
Observer	Ev—W	27,000	.30	
Outlook	Ev—W	90,000	.50	
Sabbath Reading	Ev—W	93,000	.50	
Twentieth Century	Radical—W	10,000	.22	
New Voice	Ev—W	100,000	.75	
Witness	Ev—W	50,000	.40	
Assembly Herald	M	50,000	.25	
Catholic World	Cath—M	23,000	.35	
Church Union	Ev—M	10,000	.10	
Homiletic Review	Un—M	20,000	.25	
Record of Christian Work	Un—M	16,000	.15	
Rosary	Cath—M	13,000	.15	
Saint Andrew's Cross	Ep—M	21,625	.30	
Silver Cross	King's Daughters—W	30,000	.30	
Sunday School Journal	Meth—M	101,000	1.00	
Young Catholic	Cath—M	29,000	.18	


NEARLY HALF A MILLION
HOMES REACHED BY
LADIES
WORLD
ALL
PAID CIRCULATION
A HIGH GRADE
PUBLICATION
S.H.MOORE & CO.
NEW YORK.

Leading Religious Publications—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Rochester.				
Catholic Journal	Cath—W	3,000	.03	
Syracuse.				
Northern Christian Advocate	Meth—W	11,385	.15	
Wesleyan Methodist	Meth—W	4,500	.10	
NEW JERSEY.				
Camden.				
Home Guide	Ref	3,000	.02	
New Jersey Methodist and Epworth Advocate	Meth—W	2,000	.02	
Newark.				
Messenger	Y. M. C. A.—M	1,500	.02	
New Jersey Baptist Bulletin	M	5,000	.07	
PENNSYLVANIA.				
Bethlehem.				
Moravian	Mor—W	1,250	.03	
Greenville.				
Young Lutheran	Luth—M	31,550	.20	
Harrisburg.				
Church Advocate	C of G—W	3,100	.05	
Evangelical	Ev—W	7,300	.05	
Pennsylvania Methodist	Meth—W	2,500	.03	
Philadelphia.				
American Friend	Fr—W	7,000	.10	
Catholic Standard	Cath—W	19,600	.15	
Christian Instructor	Pres—W	5,200	.05	
Christian Recorder	Meth—W	5,000	.04	
Christian Standard	Meth—W	12,000	.10	
Church Standard	Ep—W	17,000	.15	
Episcopal Recorder	Ref Ep—W	4,000	.05	
Guardian Angel	Cath—W	35,000	.20	
Jewish Exponent	Jew—W	7,500	.14	
Lutheran	Luth—W	4,000	.06	
Lutheran Observer	Luth—W	17,500	.12	
Methodist	Meth—W	5,900	.07	
Presbyterian	Pres—W	12,000	.18	
Presbyterian Journal	Pres—W	8,000	.07	
Reformed Church Messenger	W	7,000	.08	

A strong, brainy advertisement resembles the manoeuvre of a great general in the field. It destroys opposition.

America's Greatest Illustrated Journal is

LESLIE'S WEEKLY
ILLUSTRATED
NEW YORK, JULY 13, 1899.
PRICE, 10 CENTS.
AMERICA'S CUP-DEFENDER "COLUMBIA," ON A PORT TACK DURING HER TRIAL SAIL IN NARRAGANSETT BAY, ABOVE NEWPORT.

The public like it, that's why advertisers use it.

LESLIE'S WEEKLY, 110 Fifth Avenue, New York.
WILLIAM L. MILLER, Advertising Manager.

Leading Religious Publications—*Continued.*

MIDDLE STATES—Pennsylvania.		Estimated Circ.	Pubs. one t. rate	Memorandum.
PHILADELPHIA—Continued.				
Sunday School Times	Ev—W	150,000	.80	
Am Church Sunday School Magazine	Ep—M	5,800	.15	
Our Young People	Bap—SM	60,000	.50	
Augsburg Sunday School Teacher	Luth—M	14,500	.15	
Baptist Superintendent	M	6,800	.10	
Baptist Teacher	Bap—M	60,000	.40	
Pittsburg.				
Catholic	Cath—W	12,500	.10	
Christian Advocate	Meth—W	23,000	.11	
Christian Union Herald	Pres—W	23,000	.20	
Methodist Recorder	Meth—W	6,000	.10	
Presbyterian Banner	Pres—W	16,000	.15	
United Presbyterian	Pres—W	12,000	.10	
Bible Teacher	Pres—M	7,000	.10	
Reading.				
Reformed Church Record	Ref Ch—W	5,000	.11	
Scranton.				
Diocesan Record	Cath—W	8,400	.10	
Index	Cath—W	12,800	.10	
DELAWARE.				
Wilmington.				
Peninsula Methodist	W	3,600	.02	
MARYLAND.				
Baltimore.				
Catholic Mirror	Cath—W	16,000	.11	
Christian Advocate	Meth—W	4 000	.06	
Katholische Volk Zeitung (German)	Cath—W	25,000	.07	
Methodist	Meth—W	4,250	.07	
Methodist Protestant	W	6,000	.08	
Baptist Messenger	Bap—M	2,500	.03	

No business man would think of taking a legal step without the aid of a lawyer. Law is a science; so is the writing and placing of advertising. Have your attorney of publicity just as you have your legal advisor.

Cut your coat according to your cloth. If you cannot pay for double columns in newspapers and for pages in magazines, advertise as far as you are able. A well-written small advertisement often draws as much attention as an elaborate attempt.

Our Output is 35,000. What's our Circulation?

Rates, $50 per page.

HOME MAGAZINE PUBLISHING CO.

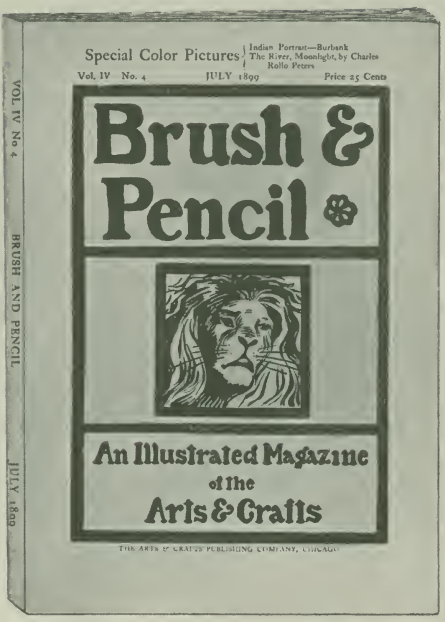
W. J. SHILLIDAY, Manager 93-99 NASSAU STREET, NEW YORK

Leading Religious Publications—*Continued.*

CENTRAL STATES.

OHIO.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Cincinnati.				
American Israelite	Jew—W	23,000	.15	
Catholic Telegraph	Cath—W	8,400	.07	
Christian Leader	Ch—W	6,700	.08	
Christian Standard	Ch—W	32,500	.30	
Christliche Apologete	Meth-W	19,000	.15	
Deborah (German)	Jew—W	9,000	.05	
Herald & Presbyter	Pres-W	23,000	.25	
Journal & Messenger	Bap—W	12,000	.12	
Lookout	C E—W	27,733	.20	
Wahrheits-Freund	Cath—W	14,000	.15	
Western Christian Advocate	Meth—W	25,000	.25	
Sunday School Journal	Meth—M	90,000	1.00	
Cleveland.				
Catholic Universe	Cath—W	16,200	.07	
Christliche Botschafter	Ev--W	20,000	.16	
Evangelical Messenger	Ev-W	10,000	.13	
Union Gospel News	Ev—W	50,000	.30	
Men	Y. M. C. A.—M	20,000	.25	
Columbus.				
Catholic Columbian	Cath—W	7,000	.07	
Ohio Waisenfreund	Cath—W	38,000	.30	
Light of Truth	Spir—W	27,500	.25	
Dayton.				
Christian World	Ref Ch—W	4,850	.05	
Herald of Gospel Liberty	Ch—W	4,500	.05	
Lutheran Evangelist	Luth—W	8,581	.10	
Religious Telescope	U B—W	17,131	.15	
Watchword	WB—W	12,000	.10	
Delaware.				
Woman's Home Missions	Meth—M	17,200	.15	
INDIANA.				
Indianapolis.				
Baptist Outlook	Bap —W	13,900	.15	
Notre Dame.				
Ave Maria	Cath—W	25,000	.20	

The sensible merchant includes the cost of advertising as one of his necessary expenses in mapping out his plans for each season.



A Rare Opportunity

is offered through this publication to reach a high-grade class of purchasers. It reaches over 10,000 lovers of art, painting, sculpture and kindred subjects every month. Beautifully illustrated.

Advertising rates reasonable.

Arts & Crafts Pub. Co.
Chicago

DAILY— EVENING
WEEKLY— THURSDAY

ALTON SENTINEL-DEMOCRAT

Largest Circulation of any Paper in Southern Illinois

TWENTY-FIFTH YEAR

Published by
The Sentinel-Democrat Printing Company
J. J. McINERNEY, Pres't and Mgr.
Second and Piasa Sts. ALTON, ILL.

THE MOLINE ILL. Daily Journal

is highly endorsed by the Moline Retail Merchants Association as "Without a Superior in Rock Island County." They all use it extensively, which is a still better endorsement. :: ::: :::

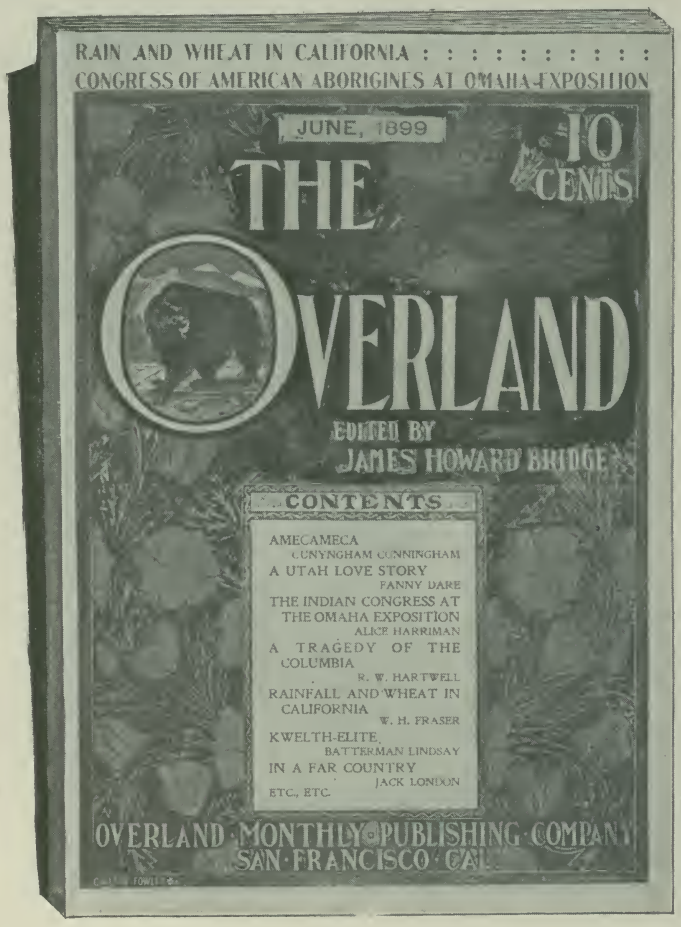
Sworn Net Circulation { Daily edition, 1861 / Semi-weekly, 1050

The only Democratic in a live city of twenty thousand.

MYRON JORDAN, EDITOR AND PROPRIETOR
JOURNAL BUILDING, Opposite City Hall,
MOLINE, ILL.

Leading Religious Publications—*Continued.*

Central States.		Esti-mated Circ.	Pubs. one t. rate.	Memorandum.
ILLINOIS.				
Chicago.				
Advance	Cong—W	21,280	.15	
Baptist Union	Bap—W	34,000	.20	
Bladet (Swedish)	Un—W	12,500	.06	
Christian Oracle	Ch—W	6,500	.08	
Epworth Herald	Meth—W	116,000	.60	
Free Methodist	Meth—W	4,800	.06	
Interior	Pres—W	30,000	.25	
Israelite	Jew—W	13,314	.08	
Katolik	Cath—SW	4,500	.05	
Living Church	Ep—W	17,500	.25	
Midland	Pres—W	8,500	.10	
Missions-Vannen (Swed.)	Ev—W	17,500	.07	
New Unity	Un—W	10,000	.15	
Northwestern Christian Advocate	Meth—W	23,580	.25	
Nya Wecko Posten (Swed.)	Bap—W	10,600	.06	
Ram's Horn	Un—W	58,000	.40	
Reform Advocate Ref.	Jew—W	16,000	.08	
Sandebudet (Swedish)	Meth—W	10,000	.10	
Standard	Bap—W	15,000	.12	
Western Catholic		3,500	.05	
Elgin.				
Young People's Weekly	Un—W	220,000	1.30	
Mt. Morris.				
Gospel Messenger	Bap—W	18,000	12½	
Rock Island.				
Augustana (Swedish)	Luth—W	13,000	.10	
MICHIGAN.				
Detroit.				
Angelus	Cath—W	10,000	.06	
Christian Herald	Bap—W	5,800	.06	
Michigan Catholic	Cath—W	4,500	.10	
Michigan Christian Advocate	Meth—W	18,500	.20	
Michigan Presbyterian	W	3,000	.05	
WISCONSIN.				
Milwaukee.				
Catholic Citizen	Cath—W	10,500	.07	



Circulation exceeding **30,000 Monthly**

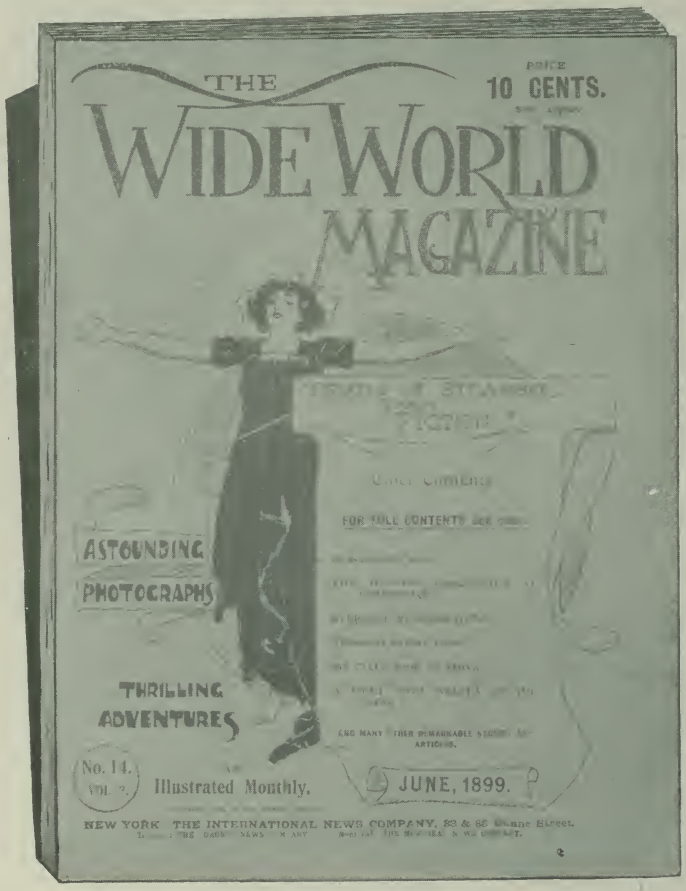
Announcement to Advertisers

The *Overland Monthly* is the Official Organ of the Schools of California. The State and City subscribes for ***3,441*** monthly. This gives the *Overland* a reading public in California alone of ***half a million.*** Advertisers will see the point.

Leading Religious Publications—*Continued.*

WESTERN STATES.

MINNESOTA.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Minneapolis.				
Kingdom	Ev—W	6,000	.03	
Midland Christian Advocate	Meth—W	3,800	.03	
North and West	Pres—W	6,500	.05	
St. Paul.				
Der Wanderer (German)	Cath—W	9,600	.04	
Northwestern Chronicle	Cath—W	5,800	.07	
IOWA.				
Davenport.				
Iowa Catholic Messenger	W	5,150	.06	
Iowa Churchman	Ep—M	5,000	.10	
Des Moines.				
Christian Index	Ch—W	2,400	.05	
Christian Worker	Ch—W	4,900	.07	
Iowa Endeavorer	C E—M	5,000	.07	
Dubuque.				
Katholischer Westen (German)	Cath—W	8,750	.15	
Sioux City.				
Northwestern Catholic	W	5,000	.04	
NEBRASKA.				
Omaha.				
Christian Advocate	Meth—W	5,550	.05	
MISSOURI.				
Kansas City.				
Catholic	Cath—W	5,000	.05	
St. Louis.				
American Baptist Flag	W	15,000	.10	
Central Baptist	Bap—W	10,241	.11	
Central Christian Advocate	Meth—W	25,012	.20	
Christian Advocate	Meth—W	26,785	.25	
Christian Evangelist	Ch—W	30,000	.25	
Church Progress and Catholic World	Cath—W	28,000	.10	
Herold des Glaubens (German)	Cath—W	27,000	.15	



Circulation Guaranteed 80,000 Copies per Month in America

INTERNATIONAL NEWS CO.
83 and 85 Duane St., New York

J. LAWRENCE BRADLEE
Advertising Manager

We also represent the **ILLUSTRATED LONDON NEWS** (American Edition) identical with the English. Advertisements placed opposite illustrations or reading.

Leading Religious Publications—*Continued.*

WESTERN STATES—Missouri.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
ST. LOUIS—Continued.				
Jewish Voice	Jew—W	17,000	.07	
Observer	Pres—W	6,500	.05	
Our Young Folks	Ch—W	20,000	.20	
Inland	C E—M	88,000	.50	
Word & Works	M	31,000	.30	
KANSAS.				
Topeka.				
Kansas Endeavorer	C E—M	4,588	.10	

SOUTHERN STATES.

VIRGINIA.

Richmond.				
Central Presbyterian	Pres--W	3,700	.04	
Christian Advocate	Meth—W	8,000	.07	
Religious Herald	Bap—W	8,000	.07	
Southern Churchman	Ep—W	5,500	.05	
Bible Reader	Un—M	20,000	.10	

WEST VIRGINIA.

Huntington.				
Baptist Banner	Bap—W	4,200	.04	

NORTH CAROLINA.

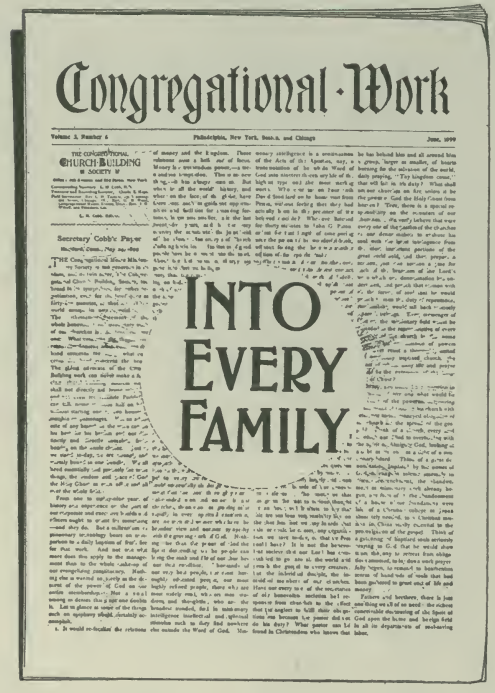
Fayetteville.				
North Carolina Baptist	W	3,600	.03	
Raleigh.				
Biblical Recorder	Bap—W	6,500	.07	
Charlotte.				
North Carolina Presbyterian	Pres—W	2,300	.07	
Greensboro.				
North Carolina Christian Advocate	Meth—W	7,300	.07	

SOUTH CAROLINA.

Columbia.				
Southern Christian Advocate	Meth—W	4,600	.05	
Due West.				
Associate Reformed Presbyterian	Pres—W	2,338	.03	
Greenville.				
Baptist Courier	Bap—W	5,100	.07	
Newberry.				
Lutheran Visitor	Luth—W	3,157	.05	

Congregational Work

PHILADELPHIA, NEW YORK AND BOSTON


Congregational Work

Volume 3, Number 6 Philadelphia, New York, Boston, and Chicago June, 1899

INTO EVERY FAMILY

As an Advertising Medium Cannot be Excelled

Congregational Work

is one of the best paying Religious mediums in America.

Congregational Work

has more circulation than all other Congregational papers combined.

Congregational Work

enters *nearly 100,000 homes and is read by about 300,000 persons each issue*

Congregational Work

is read by the purchasing class of people.

Congregational Work — You can get more for your money by advertising in it than in any other Religious medium.

Congregational Work — When making up your list of mediums be sure and include it.

Sample Copies, Rates, etc., cheerfully furnished on application.

C. E. SHERIN SPECIAL AGENCY

Sole Advertising Managers

POTTER BUILDING, NEW YORK

Leading Religious Publications—*Continued.*

Southern States.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
GEORGIA.				
Atlanta.				
Christian Index	Bap—W	10,000	.04	
Wesleyan Christian Advocate	Meth—W	10,677	.05	
Augusta.				
Georgia Baptist	Bap—W	4,000	.04	
Leesburg. **FLORIDA.**				
Florida Christian Advocate	Meth—W	3,000	.03	
Ocala.				
Florida Baptist Witness	Bap—W	3,000	.03	
ALABAMA.				
Birmingham.				
Alabama Christian Advocate	Meth—W	6,500	.03	
Montgomery.				
Alabama Baptist	Bap—W	4,000	.04	
Meridian. **MISSISSIPPI.**				
Baptist Record	Bap—W	5,000	.04	
Winona.				
Baptist Layman	Bap—SM	5,860	.04	
Jackson. **TENNESSEE.**				
Christian Index	Meth—W	2,500	.03	
Knoxville.				
Holston Methodist	Meth—W	5,000	.05	
Methodist Advocate Journal	Meth—W	3,000	.05	
Martin.				
Primitive Baptist	Bap—W	4,200	.03	
Memphis.				
Jewish Spectator	Jew—W	8,551	.07	
Nashville.				
Baptist and Reflector	W	6,000	.07	
Christian Advocate	Meth—W	18,000	12½	
Cumberland Presbyterian	Pres—W	10,300	.10	
Gospel Advocate	Ch—W	12,000	.10	
Sunday School Magazine	Meth—M	40,000	.25	
Louisville. **KENTUCKY.**				
Central Methodist	Meth—W	4,500	.04	
Christian Guide	Dis—W	13.500	.15	
Christian Observer	Pres—W	17,500	.17	
Katholischer Glaubensbote (German)	Cath—W	10,000	.04	
Western Recorder	Bap—W	15,000	.15	
Pentecostal Herald	Meth—W	24,000	.10	

STOP buying waste circulation, and buy that which goes direct to the people whom you wish to reach.

THE AMERICAN STOCK KEEPER

The Leading Fanciers' Weekly,

has a select circulation among the best buyers of the country. Goes everywhere. A good paper with a good circulation at a reasonable rate.

THE FANCIER is a man who wants the best of everything that money can buy. He is in the business for the love of it.

The American Stock Keeper

30 Broad St., BOSTON, MASS.

Is a fancier's paper and has a subscription list of solid buyers.

Send for rates and sample copy.

A FANCIER'S PAPER

Nearly every man has his hobby. Some animal or bird adds to his enjoyment of life. He spends his money on it. That is the class of men the

American Stock Keeper . . .

has for subscribers. Advertisements in it are closely read. Rates reasonable.

30 Broad St., **BOSTON, MASS.**

THE LARGE FRUIT MAN
THE SMALL FRUIT MAN and
HORTICULTURISTS IN GENERAL

are best appealed
to through the columns of

Green's Fruit Grower

It is on the table of orchardists everywhere. As fruit growing and the poultry business work so nicely together, poultrymen should consider the superior merits of **Green's Fruit Grower** as a medium for them. Get samples and rates from Rochester, N. Y., or consult your agent.

The WESTERN AGRICULTURIST AND LIVE STOCK JOURNAL

EVERYBODY WANTS IT—to reach the best buyers in the great Live Stock and Agricultural States in the Mississippi Valley, the richest country on earth.

The Live Stock industry is enjoying the highest prosperity. You cannot reach our readers with any other paper. No paper can tell all that is worth telling, and no paper can reach all the readers worth reaching. The Stock Journal stands at the head.

T. & T. A. BUTTERWORTH, Pubs., 152 50th St., Chicago, and Quincy, Ill.

Leading Religious Publications—*Continued.*

SOUTHWESTERN STATES.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
LOUISIANA.				
New Orleans.				
Christian Advocate	Meth—W	7,000	.06	
Morning Star	Cath—W	7,000	.08	
Southwestern Christian Advocate	Meth—W	4,500	.08	
Southwestern Presbyterian	Pres—W	5,100	.04	
Little Rock. **ARKANSAS**				
Arkansas Baptist	Bap—W	7,000	.04	
Arkansas Methodist	Meth—W	11,500	.07	
Austin. **TEXAS.**				
Firm Foundation	Ch of C—W	9,609	.08	
Dallas.				
Christian Courier	Dis—W	5,250	.06	
Baptist Standard	Bap—W	24,000	.17	
Baptist Herald	Bap—W	15,000	.16	
Texas Christian Advocate	Meth—W	20,300	.25	
San Antonio.				
Southern Messenger	Cath—W	6,500	.05	
Denver. **COLORADO.**				
Rocky Mountain Christian Advocate	Meth—W	8,500	.10	

PACIFIC COAST STATES.

CALIFORNIA.				
Oakland.				
Signs of the Times	7th day Ad—W	24,633	.20	
San Francisco.				
California Christian Advocate	Meth—W	3,000	.07	
Monitor	Cath—W	24,000	.10	
Occident	Pres—W	2,500	.02	
Pacific	Cong—W	2,500	.03	
Pacific Christian Endeavorer	W	4,500	.03	
Pacific Methodist Advocate	Meth—W	2,000	.02	
Pacific Churchman	Ep—SW	3,500	.10	
Portland. **OREGON.**				
Catholic Sentinel	Cath—W	2,100	.03	
Pacific Baptist	Bap—W	2,800	.03	
Pacific Christian Advocate	Meth—W	2,850	.03	

There is only
one

and
everybody reads it

Leading Religious Publications—*Continued.*

DOMINION OF CANADA.

NEW BRUNSWICK.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Fredericton.				
Religious Intelligencer	Bap—W	2,400	.03	
St. John.				
Messenger and Visitor	Bap—W	6,000	.03	
NOVA SCOTIA.				
Antigonish.				
Casket	Cath—W	2,800	.03	
Halifax.				
Presbyterian Witness	W	3,100	.07	
Wesleyan	Meth—W	4,100	.05	
ONTARIO.				
Kingston.				
Canadian Freeman	Cath—W	5,655	.05	
London.				
Catholic Record	Cath—W	10,000	.06	
Ottawa.				
United Canada	Cath—W	5,000	.04	
Toronto.				
Canadian Baptist	Bap—W	5,400	.05	
Canadian Churchman	Ep—W	6,050	.10	
Catholic Register	Cath—W	15,000	.06	
Christian Guardian	Meth—W	24,375	.20	
Evangelical Churchman	Ch of Eng—W	3,500	.05	
Presbyterian Review	W	9,000	.06	
Sentinel and Orange and Protestant Advocate	Prot—W	20,000	.15	
Canadian Church Magazine and Mission News	Ep—M	3,275	.05	
Endeavor Herald	C E—M	8,000	.10	
Methodist Magazine	Meth—M	3,035	.05	
Sunday School Banner	Meth—M	15,500	.20	
QUEBEC.				
Montreal.				
True Witness and Catholic Chronicle	Cath—W	8,000	.06	
Witness	Ev—W	28,480	.20	
Presbyterian Record	M	50,000	.40	

Judge. Judge.

IS EVERYWHERE; WILL SELL GOODS EVERYWHERE

Judge.

Not in Judge is to be "not in it" with your competitors.

THE JUDGE COMPANY, 110 Fifth Avenue, New York

WILLET F. COOK
Manager Advertising

Judge. Judge.

The Leading AGRICULTURAL PUBLICATIONS

Reaching the Brawn and Sinew of the Country

For articles used principally in rural communities it is desirable to employ the farmers' own special papers. The list below is believed to be a representative list of these papers, published in United States and Canada.

All are straight agricultural publications, unless indicated to the contrary by name or otherwise. On account of the widespread circulation the population is not given. Circulations are estimated from best conservative sources and are believed to be correct.

There are varied discounts for time and space from the single time line rates given below. Specific estimates furnished upon application. Copy for the weeklies should be in hand one week in advance of date.

ARRANGED BY GEOGRAPHICAL SECTIONS.

NEW ENGLAND.

MAINE.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Augusta.				
Maine Farmer	W	10,000	.09	
Bangor.				
Commercial, Farmer and Villager	W	22,500	.10	
Waterville.				
Turf, Farm and Home	W	5,800	.09	
NEW HAMPSHIRE.				
Concord.				
People and Patriot	W	12,000	.06	
Manchester.				
Mirror and Farmer	W	35,000	.25	
VERMONT.				
Burlington.				
Vt. Farmers' Advocate	W	2,200	.04	

Good, attractive advertisements are profitable to both buyer and seller.

In all America there is but one "Life." This is the one Mr. Fowler is writing about.

LIFE

"While there is Life there's Hope."

What Nath'l C. Fowler, Jr., the great business builder of 23 Thacher Road, Boston, thinks of LIFE.

BOSTON, MASS., July 3, 1899.

MR. B. C. EVERINGHIM,
Advertising Manager,
LIFE, New York City.

Dear Sir:

For nearly twenty years it has been necessary for me continuously to study the advertising value of America's leading mediums, that I might the more correctly recommend to my clients only the "best." Experience, and every known manner of test, seem to conclusively prove that LIFE is in an advertising-value-class by itself, and to be one of the very limited number of "indispensables." From an advertising view-point, LIFE is pre-eminently the official organ of the people of buying-wealth. There is not a better medium, and I am of the opinion that there is no other medium so good for the advertising of luxuries and of highest-grade commodities. The readers of LIFE are necessarily women and men of society, with many desires, and with the means to gratify them.

Nath'l C. Fowler, Jr.

Mr. Fowler is known as the writer of 10,000 advertisements, of 1,000 articles on advertising, and the author of the only cyclopedia upon advertising.

LIFE commends his matured judgment to the consideration of the readers of the Red Book.

Advertising Rates on Application.

LIFE PUBLISHING COMPANY,
NEW YORK.

Leading Agricultural Publications—*Continued.*

New England. MASSACHUSETTS.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Boston.				
American Cultivator	W	34,500	.30	
American Horse Breeder	W	27,000	.18	
American Stock-Keeper, Dogs Poultry and Pigeons	W	6,500	.07	
Massachusetts Ploughman	W	9,000	.10	
New England Farmer	W	15,500	.15	
Our Grange Homes	W	6,000	.05	
Farm Poultry.	SM	31,000	.30	
Springfield.				
New England Homestead (Eastern ed. of American Agriculturist, N. Y.)	W	38,000	.30	
Farm and Home. Two editions, eastern and western	SM	250,000	1.50	
RHODE ISLAND.				
Pascoag.				
Pomona Herald	W	3,900	.05	
CONNECTICUT.				
Hartford.				
Connecticut Farmer	W	4,500	.07	

MIDDLE STATES.

NEW YORK.				
Albany.				
Country Gentleman	W	20,000	.30	
Poultry Monthly	M	4,800	.10	
Chatham.				
Fanciers' Review	M	6,000	.10	
Practical Dairyman and Agriculturist	M	4,200	.05	
Cooperstown.				
Otsego Farmer	W	3,500	.06	
Dunkirk.				
Grape Belt (Hort.)	SW	4,000	.02	
Chautauqua Farmer	W	2,800	.02	
Fruit (Hort.)	M	3,000	.10	
Falconer.				
American Bee Keeper	M	1,400	.10	

In business, the way to make a hit is to be wide-awake and progressive. The man who knows his field never fails to sow with good advertising, and his harvest is a crop of success.

Established 1806

The Vermont Watchman.

PEOPLE WANT A LIVE WEEKLY NEWSPAPER PUBLISHED IN THE INTEREST OF THE PEOPLE

VOL. 94—4844. MONTPELIER, VT. WEDNESDAY FEBRUARY 15, 1899. NUMBER 7.

WINTER UNDER WEAR Watchman & Journal. MONTPELIER AND ... William W. Brock.

OLD FAMILY AND POLITICAL STANDBY OF CENTRAL VERMONT

Established 1849

THE BEST LOCAL ADVERTISING MEDIUM Rates on Application.

Montpelier Daily Journal.

SUBSCRIPTION PRICE One Year - - - $3.00 One Month, - - - 25c. IN ADVANCE.

VOL. 50. NO. 141. MONTPELIER, VT. FRIDAY, JUNE 30, 1899. PRICE ONE CENT.

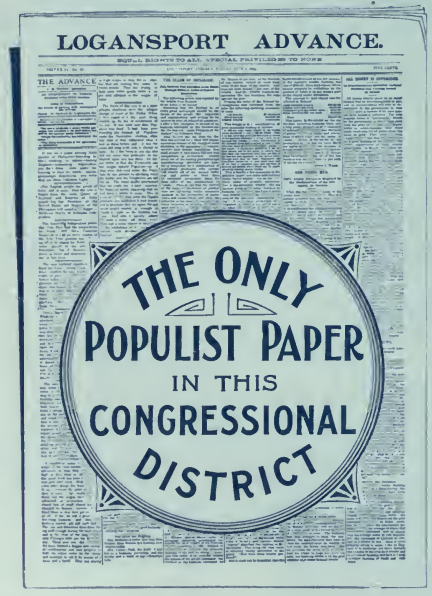
A Summer Sa... FROM MANILA CONFLICT AT BRUSSELS OUTBREAK HON. JOHN BARRETT. OSTEOPATHY

RUNNING MATE OF WATCHMAN. TAKEN IN THE CITIES AND VILLAGES

Republican Papers in the Banner Republican State . . . Reach Farmers, Business Men and All Classes OF LEADING CIRCULATION AND INFLUENCE IN CENTRAL VERMONT

By VERMONT WATCHMAN CO., Montpelier, Vt.

To Reach the Farmers of Indiana ADVERTISE IN THE



CIRCULATION EXCEEDS 4,000

in seven principal counties surrounding Logansport. Rates on application.

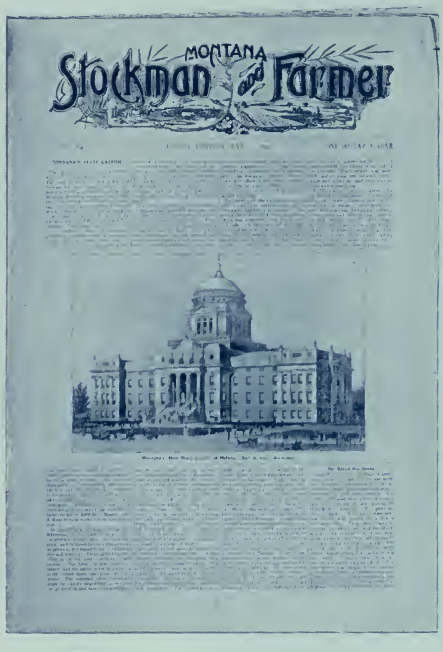
Published in connection with the *Logansport Daily* and *Semi-weekly Reporter*. The circulation of the *Daily Reporter* is larger than that of both the other dailies in Logansport combined. This has been proven by a house-to-house canvass and the circulator's affidavit.

In making up your list do not omit the *Advance* or *Daily* and *Semi-weekly Reporter*.

J. E. SUTTON, Publisher,
Logansport, Ind.

Leading Agricultural Publications—*Continued.*

MIDDLE STATES—New York.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Floral Park.				
Mayflower (Floral)	M	300,000	1.25	
Johnstown.				
American Fancier	W	2,500	.07	
New York.				
American Agriculturist	W	73,000	.60	
American Dairyman	W	14,000	.25	
American Gardening	W	30,000	.25	
Florists' Exchange	W	5,000	.07	
Rural New Yorker	W	37,000	.30	
Turf, Field and Farm	W	38,000	.39	
Metropolitan and Rural Home	M	500.000	2.00	
Poultry and Pigeons and Live Stock Monthly	M	3,500	.05	
Port Jervis.				
New York Farmer	W	20,000	.15	
Rochester.				
Green's Fruit Grower	M	60,000	.25	
Vick's Magazine (Floral)	M	30,000	.60	
Syracuse.				
American Poultry Advocate	M	12,500	.10	
PENNSYLVANIA.				
Germantown.				
Telegraph	W	7,500	.07	
Meehan's Monthly	M	3,000	.10	
Libonia.				
Park's Floral Magazine	M	350,000	1.25	
Meadville.				
Pennsylvania Farmer	W	8,900	.04	
Mechanicsburg.				
Farmer's Friend and Grange Advocate	W	12,800	.05	
Philadelphia.				
Farm Journal	M	350,000	1.25 to 2.50	
Market Basket	W	30,000	.25	
Pittsburg.				
National Stockman and Farmer	W	50,000	.30	
Oxford.				
Blooded Stock	M	10,000	.07	
West Grove.				
Success With Flowers	M	110,000	.60	



Half of the money

Montanians

spend for necessities and luxuries they send to houses outside of the state. They want the best and are willing to pay for it.

Our readers comprise a great number of these good buyers, and they believe in our advertisers because we will have none but the reputable.

Chas. D. Greenfield, Pub.

HELENA, MONTANA

THE GEORGIA BAPTIST

ESTABLISHED 1880

Is valued by advertisers not alone for its circulation, which is large, but also for the fact that it goes to the families and firesides of more than 5,000 of the leading, progressive Negro preachers and teachers in the four States: Georgia, South Carolina, Alabama and Florida. Average circulation for 1898, 5,176 weekly. Published Thursdays, at 419 Ninth Street, Augusta, Ga. Advertising rates on application.

No Advertising List is complete without

The Iowa State Register

DAILY, SUNDAY AND WEEKLY

DES MOINES IOWA

News
Agriculture
Horticulture
Commerce
Miscellany

A Power in the Northwest

is this great state paper of Iowa, not only in circulation but in influence. Experienced advertisers use it to reach the intelligent, thrifty, progressive class.

Send for Rates and Sample Copies.

CLARKSON BROTHERS, Proprietors

DES MOINES, IOWA

Leading Agricultural Publications—*Continued.*

Middle States.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
DELAWARE.				
Wilmington.				
Delaware Farm and Home	W	3,000	.05	
MARYLAND.				
Baltimore.				
Farmers' & Planters' Guide	M	3,000	.10	
Southern States Farm Magazine	M	4,000	.10	
Salisbury.				
Strawberry Culturist and Small Fruit Grower	M	8,000	.10	
DISTRICT OF COLUMBIA.				
Washington.				
National Farm and Fireside Grange	W	22,000	.30	

CENTRAL STATES.

OHIO.				
Cincinnati.				
Ohio Valley Farmer	M	5,600	.07	
American Grange Bulletin and Scientific Farmer	W	30,000	.20	
Cleveland.				
Ohio Practical Farmer	W	86,000	.45	
Dayton.				
Farmers' Home	W	35,000	.25	
Medina.				
Gleanings in Bee Culture	SM	8,500	.07	
Springfield.				
Farm and Fireside (Eastern and Western editions)	SM	300,000	1.60	
Farm News	M	100,000	.50	
How to Grow Flowers	M	110,000	.50	
Tiffin.				
Inter-state Poultryman	M	5,000	.07	
Zanesville.				
Breeder and Farmer	SM	5,000	.05	
INDIANA.				
Derby.				
Game Bird (Pet Stock)	M	3,100	.03	
Huntington.				
Farmer's Guide	W	27,000	.15	
Indianapolis.				
Indiana Farmer	W	28,500	.25	

NEW JERSEY METHODIST AND EPWORTH ADVOCATE

LOOK UP LIFT UP EPWORTH LEAGUE

131 Federal Street, Camden, N. J.

Sound the Methodist Octave and Secure Good Paying Customers.

"You can reach the buying of half the American people by the religious papers," and there are no better families to reach than the well-to-do Methodist families. They are well-to-do because prudent. They save their money from follies and invest in good things. We can sell them good things for you through our columns. We reach over **5,000** families each week; there are two or three adults in each family. Hundreds of our subscribers lend, and it is a moderate estimate to say we reach 25,000 buyers of good things each week.

For rates and terms address the Manager, C. L. BURTNETT, as above.

The Annual Conference, representing 55,000 Methodist and 20,000 Epworth League members, adopted this paper as their official organ again in 1899.

THE

HOME GUIDE

and RELIGIOUS NEWS

131 Federal St., Camden, N. J.

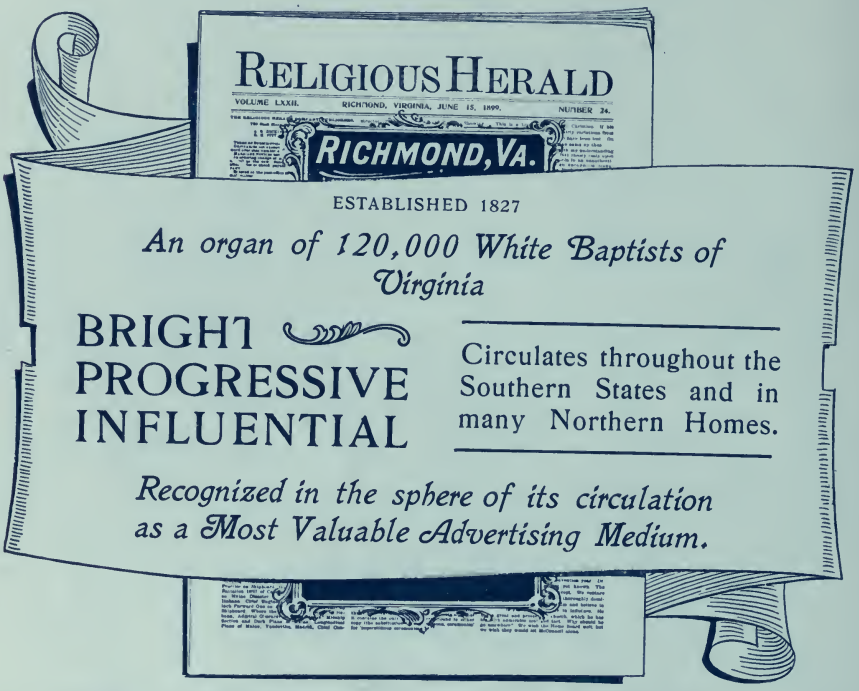
Sound the Home Readers and Secure Good Paying Customers.

If you want good paying business in Pennsylvania and New Jersey invite the Christian, home-loving families to buy from you. "You can reach the buying of half the American people by the religious papers." They are well to do, because prudent. They save their money from follies and invest in good things. We can sell them good things for you through our columns. We reach over 3,000 families each week; there are two or three adults in each family.

For rates and terms in the Home Guide address the Manager, C. L. BURTNETT, as above.

Leading Agricultural Publications—*Continued.*

CENTRAL STATES—Indiana.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
INDIANAPOLIS—Continued.				
Jersey Bulletin and Dairy Farming	W	5,500	.07	
American Farmer and Poultry Raiser	M	20,000	.25	
Up-to-Date Farming & Gardening	M	75,000	.30	
Practical Dairyman	M	20,000	.10	
Agricultural Epitomist	M	200,000	1.00	
ILLINOIS.				
Chicago.				
Drovers' Journal	W	16,000	.12	
American Bee Journal	W	5,000	.07	
American Florist	W	6,500	.10	
Breeders' Gazette	W	22,000	.40	
Farm, Field and Fireside	W	50,000	.30	
Farm Implement News	W	10,000	.20	
Farmers' Review	W	25,000	.25	
Farmers' Voice	W	36,000	.25	
Markets	W	38,000	.15	
Orange Judd Farmer (Western ed. of American Agriculturist, N. Y.)	W	60,000	.40	
Prairie Farmer	W	28,000	.25	
Stockman	W	7,500	.05	
Wool Markets and Sheep	W	10,000	.10	
Western Plowman	SM	28,000	.20	
American Poultry Journal	M	12,000	.10	
American Swineherd	M	31,000	.20	
Quincy.				
Farmer's Call	W	45,000	.25	
Reliable Poultry Journal	M	22,800	.15	
Western Agriculturist and Live Stock Journal	SM	15,000	.30	
MICHIGAN.				
Detroit.				
Michigan Farmer and State Journal of Agriculture	W	21,000	.25	
Grand Rapids.				
Michigan Fruit-Grower and Practical Farmer	W	3,250	.05	
Monroe.				
North American Horticulturist	M	3,800	.05	
Reed City.				
Success With the Garden & Farm	M	100,000	.50	



ESTABLISHED 1827

An organ of 120,000 White Baptists of Virginia

BRIGHT
PROGRESSIVE
INFLUENTIAL

Circulates throughout the Southern States and in many Northern Homes.

Recognized in the sphere of its circulation as a Most Valuable Advertising Medium.

Paducah Sun

Daily and Weekly Exclusive Field

150,000 Readers

Only Republican Daily in Four Congressional Districts.

Paducah has 25,000 inhabitants.
Republican in politics.
We can help you.
Send in your business.

SUN PUBLISHING COMPANY, Paducah, Ky.

The Presbyterian

. . . PHILADELPHIA, PA. . . .

One of the Best Family Weekly Newspapers in the United States. Established nearly 70 years ago

Since then the powerful **denomination** of which it is a leading and **influential organ** has spread all over the land and numbers **millions** of prosperous and reading people. It is not claimed that they **all** read **THE PRESBYTERIAN**, but a **leading Advertising Agency**, which has had extensive business relations with it for years, says: "**THE PRESBYTERIAN** is read by the prosperous classes—steady and liberal purchasers—and in proportion to the circulation it is *Without a Peer as an Advertising Medium.*"

ONLY A GOOD CLASS OF ADVERTISING WILL BE ACCEPTED.

Leading Agricultural Publications—*Continued.*

Central States.

WISCONSIN.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
Fort Atkinson.				
Hoard's Dairyman	W	25,000	.25	
Madison.				
Wisconsin Farmer	W	8,000	.30	
Milwaukee.				
Acker und Gartenbau Zeitung (German)	W	20,000	.25	
Haus und Bauernfreund	W	87,000	.35	
Racine.				
Wisconsin Agriculturist	W	24,000	.20	

WESTERN STATES.

MINNESOTA.

Minneapolis.				
Farmers' Tribune	W	22,000	.09	
Skandinavisk Farmer Journal (Scandinavian)	W	5,600	.03	
Farm, Stock and Home	SM	27,000	.30	
Northwest'n Agriculturist	SM	14,700	.22	
Skördemannen (Swedish)	SM	10,500	.13	
Market Garden	M	3,600	.17	
St. Paul.				
Northwestern Farmer	SM	12,000	.20	
Home and Garden	M	50,000	.67	
Poultry Herald	M	5,500	.10	

IOWA.

Cedar Rapids.				
Farmeren (Norw.-Dan.)	M	5,000	.07	
Western Poultry Journal	M	3,750	.05	
Des Moines.				
Wallace's Farmer and Dairyman	W	19,000	.15	
Iowa Homestead	W	20,000	.40	
Live Stock and Western Farm Journal	SM	10,000	.20	
Western Garden and Poultry Journal	M	5,000	.10	
Mason City.				
Farmer's Institute	M	27,500	.11	
Sioux City.				
Rural Life		5,100	.05	
Waterloo.				
Creamery Journal	M	8,000	.15	

St. Louis Christian Advocate

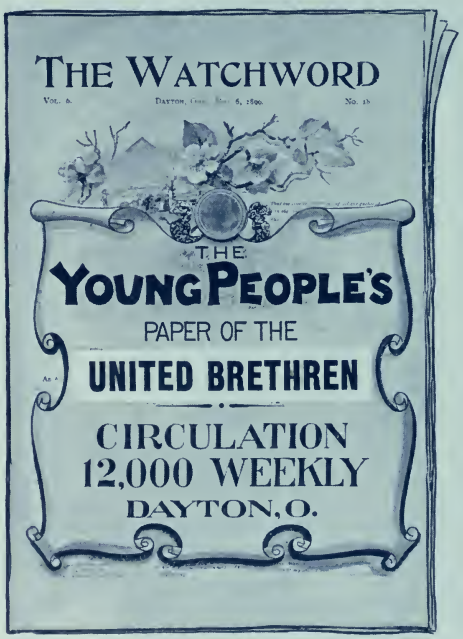
THE PIONEER AND LEADER OF WESTERN RELIGIOUS JOURNALISM

Established 1850. It grows vigorous with age

Advertisers have found, and continue to find, that **it brings satisfactory returns** on their investment. For advertising rates address

JAMES M. HAMLIN, Advertising Manager
1414 Locust Street, St. Louis, Mo.

Or THE J. WALTER THOMPSON CO., New York, Chicago, Boston



THIS is a late publication of the United Brethren denomination, and its rapidly increasing circulation shows with what favor it is being received by the young people of the church. By the young people is not meant the youth, but the young men and women, who in this day and age are being recognized as the active working forces of all evangelical churches. It is taken and read by all wide-awake pastors and laymen.

What the GOLDEN RULE is to the societies of Christian Endeavor, and the EPWORTH HERALD is to the Methodists, the WATCHWORD is to the United Brethren.

The rates are subject to change as circulation increases. Take advantage of them now while you may.

Rate, per line, 10 Cents.
Reading Notices, 15 Cents per line.
Discounts for time or space.

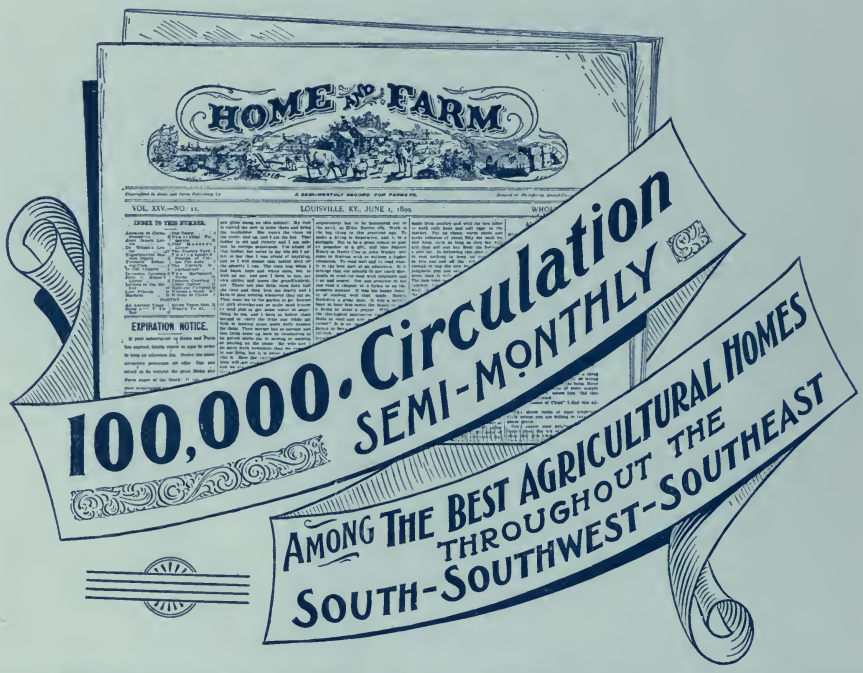
L. O. MILLER, Advertising Department. W. R. FUNK, Publisher Dayton, Ohio.

Leading Agricultural Publications—*Continued.*

Western States.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
MISSOURI.				
Kansas City.				
Home Market and Stockman	W	4,800	.06	
Live Stock Indicator	W	18,000	.30	
Missouri and Kansas Farmer	M	11,000	.15	
Missouri Valley Farmer	W	6,000	.05	
St. Louis.				
Journal of Agriculture	W	39,000	.35	
Midland Farmer		25,000	.10	
Woman's Farm Journal	M	75,000	.40	
Warsaw.				
Poultry Topics	M	5,200	.07	
KANSAS.				
Lawrence.				
Rural Home		7,500	.05	
Topeka.				
Kansas Farmer	W	23,000	.15	
NEBRASKA.				
Omaha.				
Hospodar (Bohem.)	SM	11,500	.04	
Nebraska Farmer	W	30,000	.18	
South Omaha.				
Drovers' Journal and Stockman	D	4,000	.04	
SOUTH DAKOTA.				
Aberdeen.				
Dakota Farmer	SM	21,000	.15	
Sioux Falls.				
Successful Farmer	M	7,000	.10	

SOUTHERN STATES.

VIRGINIA.				
Richmond.				
Progressive South	M	7,400	.10	
Southern Planter	M	4,600	.11	
NORTH CAROLINA.				
Raleigh.				
Progressive Farmer	W	10,000	.10	



HOME FIELD AND FORUM

OKLAHOMA CITY, O. T.

Only Agricultural Paper Devoted to the Interests of the Farmers and the Material Resources of Oklahoma and Indian Territory.

The most extensive Paid in Advance Circulation of any Publication in the Great Southwest.

The Farmers have a $50,000,000,00 purchasing power and the Home, Field and Forum, Oklahoma's Agricultural Paper, is the one great medium through which the most properous of these Farmers can be reached.

HOME, FIELD AND FORUM CO.

Woman's... Home Companion

Represents the best element in high-class journalism for women and the home. With its more than a million and a quarter readers, going into 325,000 of the well-to-do homes, each number carrying interesting contributions of good literature and illustrations, it is a positive force among its constituency.

The movement of the WOMAN'S HOME COMPANION is rapid, invincible and permanent, and each number is resplendent with vigor of thought of celebrated writers and artists, and is a welcome visitor to a constituency of readers of peculiar advantage to advertisers.

CIRCULATION GUARANTEED.

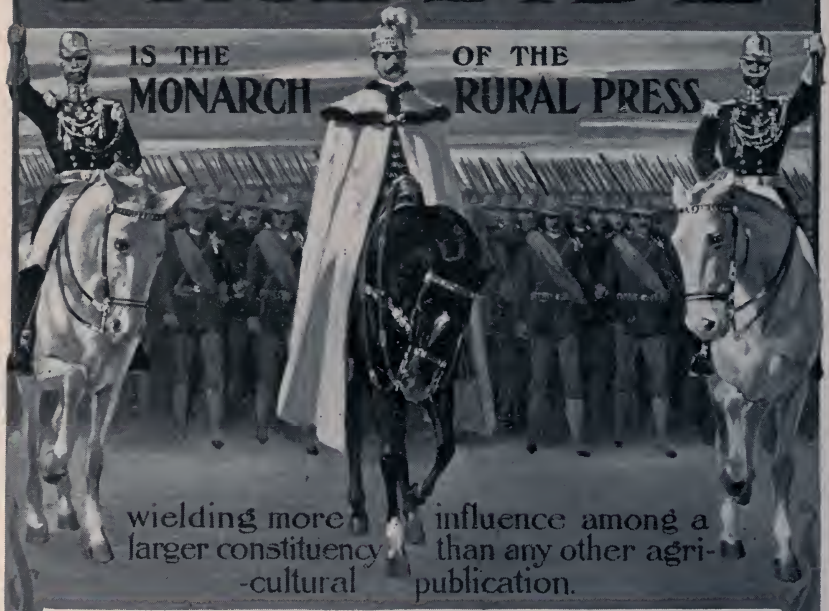
THE CROWELL & KIRKPATRICK CO., Publishers,

NEW YORK
108 Times Bldg.

SPRINGFIELD, OHIO.

CHICAGO
1529 Marquette Bldg.

FARM AND FIRESIDE



THE FARM AND FIRESIDE is now in its twenty-second year, enjoying the fruition of years of patient labor in making it an ideal publication to interest and entertain, not only the farmer, but every member of his family. The FARM AND FIRESIDE is issued semi-monthly, the 1st and 15th. The Eastern edition circulates in Ohio and all states east. The Western edition circulates in Indiana and all states west. Each edition has about the same circulation, half of the total—310,000—with every indication of it being much in excess of these figures during 1899.

If you wish the patronage of more than 310,000 well-to-do farmers and their families, your advertisement placed in the FARM AND FIRESIDE will secure it. For mail orders it has no superior—possibly not an equal—among the Agricultural Press. **Circulation guaranteed.**

THE CROWELL & KIRKPATRICK CO., Publishers,

NEW YORK
108 Times Bldg.

SPRINGFIELD, OHIO.

CHICAGO
1529 Marquette Bldg.

Leading Agricultural Publications—*Continued.*

Southern States.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
GEORGIA.				
Athens.				
Southern Farmer	M	22,000	.15	
Atlanta.				
Plowboy and Country Farmer	M	19,000	.11	
Southern Cultivator	M	28,000	.15	
FLORIDA.				
De Land.				
Florida Agriculturist	W	3,000	.07	
Glenoak.				
South Florida Home	M	2,250	.03	
Interlachen.				
Southern Ruralist	M	5,800	.10	
Jacksonville.				
Florida Farmer and Fruit Grower	W	5,200	.04	
ALABAMA.				
Anniston.				
Southern Farm Life	M	3,500	.05	
TENNESSEE.				
Nashville.				
Southern Stock Farm	SM	8,000	.10	
KENTUCKY.				
Lexington.				
Kentucky Stock-Farm	W	7,500	.15	
Louisville.				
Farmers' Home Journal	W	12,500	.12	
Home and Farm	SM	100,000	.60	

SOUTHWESTERN STATES.

LOUISIANA.				
New Orleans.				
Louisiana Planter and Sugar Manufacturer	W	3,200	.10	
Sugar Planters' Journal	W	2,100	.10	
Louisiana Weather Journal and Agriculturist	M	3,000	.10	
OKLAHOMA.				
Guthrie.				
Home, Field and Forum	M	9,000	.10	
Woodward.				
Live Stock Inspector	M	2,800	.03	

VICK'S
ILLUSTRATED MONTHLY
MAGAZINE
DEVOTED TO THE PROFITABLE CULTURE OF FLOWERS AND VEGETABLES

Asks for the patronage of the Mail Order Advertiser upon the following grounds, viz.:

It is the pioneer floral magazine of America and now has departments of Fruits, Flowers and Vegetables, also Plant and Insect Life for Young People.

It has always been the foremost authority in the western world on fruits, flowers, trees and gardening.

Its readers are legion, and extend to every state in the Union.

Its circulation has greatly increased in the past year.

Its form and contents will be immensely improved with the coming October issue, with *no increase in advertising rates.*

Beginning with October, Vick's will appear in regular magazine size, under an art cover, giving 32 handsomely printed and illustrated pages of reading matter, contributed by some of the world's most notable writers—and each issue will contain an original colored plate of rare and beautiful flowers, which in time will constitute a most valuable and interesting art portfolio—a feature that is bound to add to the already great popularity of the magazine.

Vick's Magazine is not connected with any Seed House or Nursery.

Take a Flier in Vicks!

For Advertising Rates address VICK PUBLISHING CO., Rochester, N. Y.

Southern Farm Life

ANNISTON, ALA.

A Journal of Interest to the Farmer, Horticulturist and Stock Raiser.

The only Agricultural Publication in the State of Alabama

Advertising Rates on Application

THE SUCCESSFUL FARMER

A BRIGHT MONTHLY

DEVOTED TO THE

Home, Farm, Garden, Orchard and Forest

circulating among the best farmers and stockmen of the great and thriving Northwest.

Advertising rates from $1.50 to $2 per inch per month, according to size of order.

Farmer Printing Co., Sioux Falls, S. D.

H. P. ROBIE, Editor.

Leading Agricultural Publications—*Continued.*

Southwestern States.		Estimated Circ.	Pubs. one t. rate.	Memorandum.
TEXAS.				
Amarillo.				
Live Stock Champion	W	1,600	.03	
Dallas.				
Southern Mercury Farm. All.	W	22,000	.09	
Texas Farm and Ranch	W	38,000	.30	
Texas Farmer	W	29,000	.30	
Texas Stock and Farm Journal	W	16,000	.10	
San Antonio.				
Texas Stockman and Farmer	W	11,500	.10	
NEW MEXICO.				
Las Cruces.				
Southwestern Farm and Orchard	M	2,000	.03	
Las Vegas.				
Stock Grower and Farmer	W	2,800	.03	
ARIZONA.				
Phœnix.				
Southwestern Stockman, Farmer and Feeder	W	3,300	.03	

ROCKY MOUNTAIN STATES.

MONTANA.				
Helena.				
Montana Stockman and Farmer	W	2,000	.05	
Miles City.				
Stock Growers' Journal	W	2,000	.05	
Missoula.				
Montana Fruit Grower	W	1,200	.09	
White Sulphur Springs.				
Rocky Mountain Husbandman	W	5,000	.05	
COLORADO.				
Denver.				
Field and Farm	W	12,600	.15	
Colorado Poultry Journal	M	2,800	.03	

Statement of Circulation of THE FARMER

ST. PAUL, MINN.

Number of copies printed from January 1st to May 15th, 1899, inclusive:

January	1st, 1899	32,000	Copies
"	15th, "	32,000	"
February	1st, "	34,000	"
"	15th, "	34,000	"
March	1st, "	35,000	"
"	15th, "	35,000	"
April	1st, "	35,250	"
"	15th, "	35,500	"
May	1st, "	34,000	"
"	15th, "	34,000	"

Number of copies each issue for first five months ..... 34,075 "
Circulation guaranteed Jan. 1st, '99, 30,000 "
Excess over guarantee each issue.... 4,075 "

$494.34

Postage Paid, January to May, inclusive, 1899

Post Office, St. Paul,

RAMSEY CO., MINN.

June 1 1899

This is to certify that the Webb Pub. Co. has during the past five months mailed at this P. O. 49,434 pounds of the "Farmer," paying thereon $494.34 as postage at Pound Rate.

R. A. Smith
Postmaster.

THE FARMER

ST. PAUL, MINN.

1883 THE 1899

American Church Sunday School Magazine

The only periodical of the kind published in the interest of the Protestant Episcopal Church in America. Before its readers continually. Advertising rates reasonable. Rate Card and Contract Blank on application.

Circulation over 5,800.

Published Monthly by

The Church Magazine Publishing Co.

GEO. W. JACOBS & CO.
Business Managers

103 S. Fifteenth St.

PHILADELPHIA

RESULTS COUNT

Advertisers who use the columns of

The Saginaw Evening Leader

get them. The ONLY EVENING REPUBLICAN PAPER in Saginaw County, the heart of the SUGAR BEET BELT and COAL FIELDS of Michigan. Bright, Newsy, Up-to-date, and published for the people now on earth.

Subscribers of The Saginaw Evening Leader spend THOUSANDS OF DOLLARS annually for the comforts of life. It is an excellent medium for legitimate advertising.

Advertising Rates will be promptly furnished upon application.

F. E. Button, Publisher, Saginaw, Mich.

Leading Agricultural Papers—*Continued.*

PACIFIC COAST STATES.

		Estimated Circ.	Pubs. one t. rate.	Memorandum.
CALIFORNIA.				
Los Angeles.				
California Cultivator and Poultry Keeper	M	4,100	.05	
San Francisco.				
California Fruit Grower	W	7,000	.15	
Pacific Rural Press	W	8,200	.08	
OREGON.				
Portland.				
North Pacific Rural Spirit	W	5,000	.05	
Northwest Pacific Farmer	W	6,700	.03	
WASHINGTON.				
Tacoma.				
Northwest Horticulturist, Agriculturist and Dairyman	M	3,000	.10	

DOMINION OF CANADA.

ONTARIO.				
Grimsby.				
Canadian Horticulturist	M	4,200	.14	
London and Winnipeg.				
Farmers' Advocate	SM	15,000	.30	
Toronto.				
Canadian Poultry Review	M	4,700	.05	
Farming	M	8,000	.10	
PRINCE EDWARD ISLAND.				
Summerside.				
Island Farmer	W	4,200	.04	
Agriculturist	W	5,500	.04	
QUEBEC.				
Montreal.				
Family Herald and Star and Practical Agriculturist	W	87,000	.30	
Journal of Agriculture	M	6,900	.10	
Journal d' Agriculture (French)	M	46,000	.10	
MANITOBA.				
Winnipeg.				
Nor'-West Farmer	M	6,500	.13	

Sworn Monthly Circulation 1,398,732

A most magnificent field was opened for the general advertiser when the journals comprising

The National Fraternal Press Ass'n

decided to accept a limited amount of advertising from responsible and reputable business houses. The fraternities are admitted to be a power in the land second to none. Fully one-fifth of the entire population of this country is directly or indirectly interested in them. Their social and financial importance it would be difficult to over-estimate. Aggressive and popular, their members keep in close touch with them, and their official organs are the media through which they reach each other. They look to these journals as do the Mahommedans to the Koran for the True Faith.

The following schedule gives sworn circulation as of date May 1, 1899:

	Sworn Circulation
1. American Benefit Journal, The, Boston, Mass.	6,000
2. A. O. U. W. Guide, Bentonville, Ark.	1,800
3. A. O. U. W. Guide, The, St. Paul, Minn.	17,000
4. A. O. U. W. Record, The, Denver, Col.	10,200
5. Bi-Monthly Guild, Richmond, Va.	5,500
6. Buckeye Workman, The, Cleveland, O.	5,492
7. California A. O. U. W., The, San Francisco,	22.000
8. Canadian Workman, Orillia, Ont.	38,000
9. Catholic American, The, La Porte, Ind.	2,000
10. Catholic Forester, The, Milwaukee, Wis.	70,837
11 Chariot, The, Crawfordsville, Ind.	26,000
12. Chosen Friend, The, New York	35,000
13. Chronicle, The, Indianapolis, Ind.	58 000
14. Court of Honor, The, Springfield, Ill.	46,000
15. Dakota Visitor, The, Sioux Falls, S. D.	11,000
16. Delaware Workman, Dover, Del.	4,863
17. Empire State Workman, The, Buffalo, N. Y.	29,000
18. Fraternal Aid, Lawrence, Kansas	24,000
19. Fraternal Army Banner, Taylorville, Ill.	10,000
20. Fraternal Guide, The, Newark, N. J.	6,000
21. Fraternal Index, The, Detroit, Mich.	5,250
22. F. M. C. Recorder, The, Philadelphia, Pa.	14.000
23. Forester's Advocate, The, San Francisco.	3,500
24. Golden Cross Journal, The, Boston, Mass.	11,500
25. Golden Rod Workman, The, Norfolk, Neb.	32,426
26. Helping Hand, The, Topeka, Kansas.	10,000
27. Home Forum, The, Chicago, Ill.	65,000
28. Hoosier Watchman, The, Evansville, Ind.	8,200
29. Independent Forester, The, Chicago, Ill.	15,398
30. Independent Forester, The, Toronto, Can.	159,000
31. I. O. H. Advocate, The, Baltimore, Md.	48,000
32. Iowa Leg. of Hon. Herald, Montezuma, Ia.	6,150
33. Kentucky Workman, The, Henderson, Ky.	4,000
34. Knights Review, The, Cincinnati, O.	12,780
35. Lodge Record, The, Watertown, N. Y.	4.000
36. L. O. R. C. News, The, Philadelphia, Pa.	4,710
37. Loyal Guard, The, Flint, Mich.	6,200
38. Michigan Herald, The, Belding, Mich.	5,500
39. Modern Brotherhood, The, Cedar Rapids, Ia.	25,000
40. Modernograph, The, Denver, Col.	10,000
41. Monthly Tidings, The, Omaha, Neb.	12,500
42 Mutual Protective League, Litchfield, Conn.	10,000
43. Mystic Worker, The, Fulton, Ill.	12,000
44. National Union, Toledo, O.	50,000
45. N. E. O. P. Journal, Boston, Mass.	4,000
46. New England Anchor & Shield, The, Boston	17,500
47. No. Dak. Workman, The, Grand Forks, N. D.	7,000
48. Oklahoma Workman, Stillwater, Ok.	1,800
49. Oregon Reporter, The, Portland, Ore.	8,000
50. Oregon Woodman, The, Dallas, Ore.	3,000
51. Our Home, Boston, Mass.	7,700
52. Our Order, Quincy, Ill.	6,500
53. Overseer, The, St. Louis, Mo.	21,481
54. Parlor and Lodge, The, Union, N. J.	10,025
55. Pathfinder, The, Akron, O.	9,500
56. P. H. C. Gazette, The, Sharon, Pa.	28,000
57. Ritual, The, Kansas City, Mo.	5,120
58. Royal Arcanum Courier, The, Cincinnati, O.	2,500
59. Royal Templar, The, Buffalo, N. Y.	20,000
60. Royal Woodman, Omaha, Neb.	9,000
61. Sample Case, The, Columbus, O.	10,100
62. Select Friend, The, Lawrence, Kansas.	5,000
63. Seven Links, The, San Francisco, Cal.	3,000
64. Shield of Hon. Advocate, The, Philadelphia,	4,000
65. Sovereign Visitor, The, Omaha, Neb.	115,000
66. Triple Link, The, Springfield, Mo.	2,500
67. Washington Workman, The, Seattle, Wash.	7,800
68. Western Knights Advocate, The, St. Charles, Minn.	5,000
69. Wisconsin Workman, The, Sauk City, Wis.	8,900
70. Yeoman's Shield, The, Des Moines, Iowa.	12,000
	1,298,232

Ladies' Papers Exclusively.

71. Ladies Review, The, Port Huron, Mich.	44,000
72. Lady Maccabee, The, Ann Arbor, Mich.	44,000
73. Western Woodman and Royal Neighbor, Beloit, Kansas.	12,500
Total Circulation.	1,398,732

Advertisers can make time contracts on the basis of present circulation at a rate based on the length of time specified by the contract. In this way they get the benefit of increased circulation without increased cost. At expiration of contracts the cost will be advanced to harmonize with the circulation at that time.

Affidavits as to circulation will be exhibited upon the request of persons entitled to see them. Detailed statements showing territory reached, circulation by States, etc., furnished on application.

For further information and contract rates address

GEO. S. KRANTZ,
Special Representative,
102 W. 14th St., New York.

M. F. VAN BUSKIRK,
Manager Bureau of Advertising,
39 State St., Rochester, N. Y.

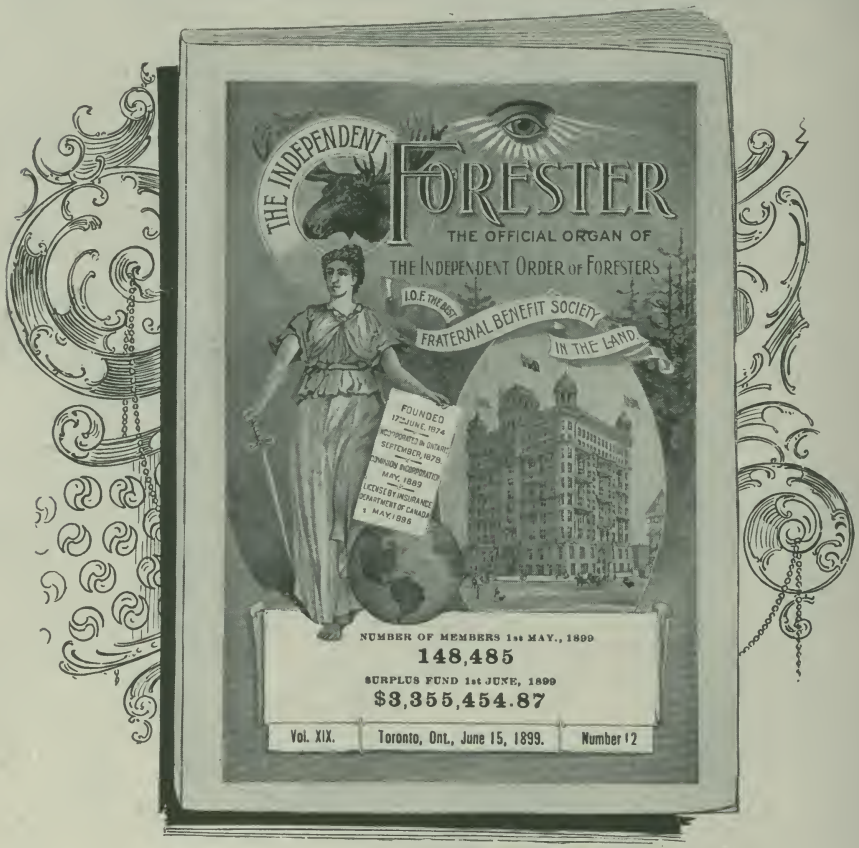
FRATERNAL PUBLICATIONS

Reaching Secret Societies.

A limited amount of advertising is admitted in these aggressive and popular publications. The fraternities are a power in the land, and each of these forty journals of 10,000 circulation and over are the authority in each case. They are highly recommended and endorsed by those who have used them as profitable advertising mediums. Special figures for part or all of the list.

	Estimated Circ.	Memorandum.
A. O. U. W. Guide, The, St. Paul, Minn..	17,000	
A. O. U. W. Record, The, Denver, Colo.,	10,200	
Canadian Workman, Orillia, Ont.,	38,000	
California A. O. U. W., The, San Francisco, Cal.,	22,000	
Chariot, The, Crawfordsville, Ind.,	25,000	
Catholic Forester, The, Milwaukee, Wis.,	67,780	
Court of Honor, The, Springfield, Ill.,	46,000	
Chronicle, The, Indianapolis, Ind.,	58,000	
Chosen Friend, The, New York,	35,000	
Dakota Visitor, The, Sioux Falls, S. D.,	11,000	
Empire State Workman, The, Buffalo, N. Y.,	29,000	
Fraternal Aid, Lawrence, Kan.,	18,300	
Fraternal Army Banner, Taylorville, Ill.,	10,000	
F. M. C. Recorder, The, Philadelphia, Pa.,	14,000	
Golden Cross Journal, The, Boston, Mass.,	11,500	
Golden Rod Workman, The, Norfolk, Neb.,	31,100	
Helping Hand, The, Topeka, Kan.,	10,000	

When the blood of business is slack, a telling advertisement will quicken the flow.



The Independent Forester

CIRCULATION SPRING, 1899 **159,000**

and steadily increasing. Well distributed throughout the Northern half of the United States and Canada. Gain in 1898, 25,000. Affidavit of circulation sent to each advertiser every month.

Advertisers know just what they are getting. Full investigation of this publication and trial orders solicited. We know the results will be satisfactory. Rates very low.

George S. Krantz, NEW YORK REPRESENTATIVE

102 W. 14th Street, New York

FORESTER ADVERTISING BUREAU
Port Huron, Mich.

Fraternal Publications—*Continued.*

	Estimated Circ.	Memorandum.
Home Forum, The, Chicago, Ill.,	65,000	
Independent Forester, The, Toronto, Can.,	154,000	
Independent Forester, The, Chicago, Ill.,	15,398	
I. O. H. Advocate, The, Baltimore, Md.,	46,000	
Knights of Honor Reporter, Boston, Mass.,	45,000	
Knights Review, The, Cincinnati, O.,	12,300	
Modern Brotherhood, The, Cedar Rapids, Ia.,	22,000	
Modernograph, The, Denver, Colo.,	10,000	
Monthly Tidings, The, Omaha, Neb.,	12,500	
Mutual Protective League, Litchfield, Ill.,	10,000	
Mystic Worker, The, Fulton, Ill.,	12,000	
National Union, Toledo, O.,	50,000	
New England Anchor and Shield, The, Boston, Mass.,	17,500	
Odd Fellow Review, St. Paul, Minn.,	20,000	
Overseer, The, St. Louis, Mo.,	21,500	
Parlor and Lodge, The, Union, N. J.,	10,025	
P. H. C. Gazette, The, Sharon, Pa.,	28,000	
Royal Templar, The, Buffalo, N. Y.	55,000	
Sovereign Visitor, The, Omaha, Neb.,	115,000	
Yeoman's Shield, The, Des Moines, Ia.,	10,000	

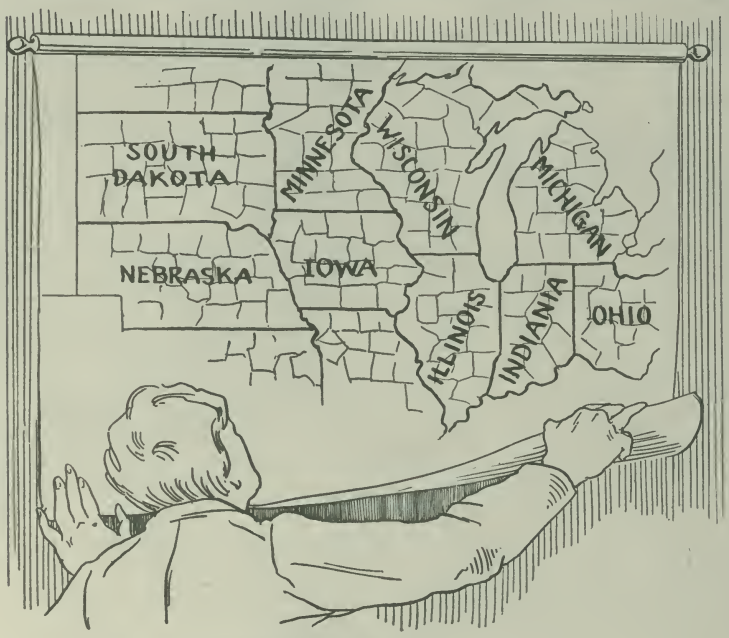
LADIES' PAPERS EXCLUSIVELY.

Lady Maccabee, The, Ann Arbor, Mich.,	41,000	
Ladies' Review, The, Port Huron, Mich.,	46,000	
Western Woodman and Royal Neighbor, Beloit, Kan.,	12,500	

Advertising

IN THE

Middle West



"OUR FIELD"

1,500 Local Newspapers

For Catalogue, address

CHICAGO NEWSPAPER UNION

10 Spruce Street, - - - New York
87 South Jefferson Street, Chicago, Ill.

Co-operative Lists.

"VILLAGE NEWSPAPERS."

There are over eight thousand newspapers published on the co-operative plan; and for some advertisers we believe them to be excellent mediums. We can give very low rates on combination, long time or large space.

What are co-operative lists? For the information of such persons as are not acquainted with this method of advertising, it may be stated that in the leading cities mentioned there are large printing establishments controlled by unions or companies engaged in supplying newspaper publishers with partly printed sheets; that is, printed on one side with general news and miscellaneous matter, and then sent with one side printed and one side blank to the publishers, who print their editorials and local news on the blank side and thus complete the papers.

On account of the superior facilities of the supplying establishments for obtaining and preparing reading matter, the papers printed on this plan combine the best features of first-class city weeklies, with the home news that renders the local paper of increased interest to its subscribers.

The supplying establishments, or newspaper unions, reserve the right to insert two or three columns of advertisements on the side of the papers which they print, and as it is not necessary to set up the advertisement for each paper, the same type being used for many papers, a great saving is made in the cost of typesetting, of which the advertiser secures the benefit. For reaching the smaller towns and villages, these are good mediums. Discounts for time or space. Special figures and catalogues furnished on application. Special designs for ads. set, and proof shown before insertion.

Atlantic Coast List.	No. of Papers.	Pubs. line rate.
New York Newspaper Union,	225	$1.15
Union Printing List,	115	.55
New England Newspaper Union	130	.65
Philadelphia Newspaper Union,	95	.50
Pittsburg Newspaper Union,	200	1.00
Baltimore Newspaper Union,	140	.70
Southern Newspaper Union,	140	.70
Atlanta Newspaper Union,	225	1.15
American Newspaper Union	130	.65
Vicksburg Newspaper Union	130	.65
	1,530	7.70

Memorandum.

Weekly Established 1818 — Daily Established 1884

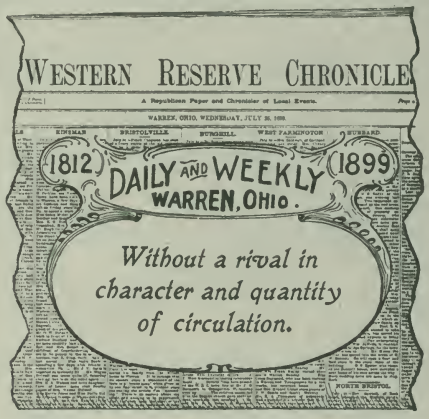
Daily and Semi-Weekly GAZETTE

Delaware, Ohio

DELAWARE is the geographical center of the State of Ohio. It is the seat of the Ohio Wesleyan University — the great Methodist College of the Middle-West. A large number of families of means are attracted as residents by the educational advantages thus afforded, and the inhabitants generally are thrifty and prosperous. Delaware County is made up of fertile agricultural lands, peopled by unusually intelligent and well-to-do farmers. These are just the kind of people advertisers desire to reach. The Gazette covers the whole field—Daily the city and Semi-Weekly the county.

Population of county 30,000; City, 10,000.
Advertising Rates Reasonable.

J. WALTER THOMPSON CO., Agents
H. C. THOMSON, Publisher



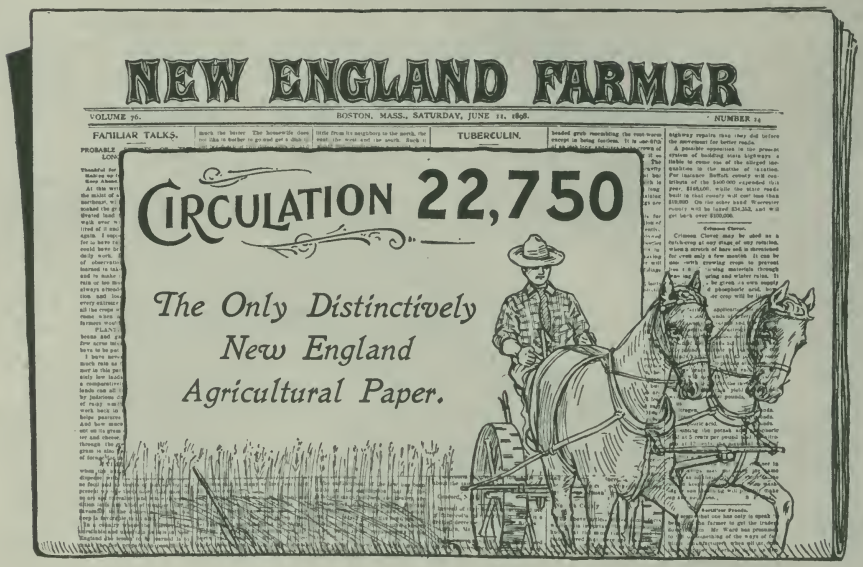
The CHRONICLE is the only Newspaper in Trumbull Co., O.

that has a paid-up circulation, which fact shows that its readers constitute the real purchasing element, and that the paper is *the* Popular People's Paper. Circulation guaranteed by sworn statement.

Ask for advertising rates. WM. RITEZEL & Co., Editors and Proprietors.

Co-operative Lists—*Continued.*

Chicago Newspaper Union.	No. of Papers.	Pubs. line rate.	Memorandum.
Chicago Newspaper Union List,	449	$2.50	
Standard " " "	105	.75	
Fort Wayne " " "	193	1.25	
Sioux City " " "	220	1.25	
Milwaukee " " "	126	.75	
Wisconsin Publishers' Union List	56	.40	
Indiana Newspaper Union List,	100	.75	
Sioux City Independent Union List,	186	1.25	
Nebraska Newspaper Union List,	69	.50	
	1,504	9.40	
A. N. Kellogg Co.'s List.			
Chicago List,	339	2.25	
St. Louis "	361	2.25	
Cleveland "	173	1.25	
Kansas City "	262	1.50	
Cincinnati "	189	1.25	
Memphis "	266	1.50	
Minneapolis "	212	1.25	
Wichita "	72	.50	
Little Rock "	114	.75	
	1,988	12.50	
Western Newspaper Union.			
Chicago List,	280	1.50	
Des Moines "	290	1.50	
Detroit "	180	1.25	
Denver "	158	1.25	
Dallas "	250	1.50	
Houston "	103	.75	
Kansas City "	242	1.50	
Lincoln "	192	1.25	
Omaha "	192	1.25	
St. Louis "	130	1.30	
Salt Lake City "	82	.50	
Wichita "	230	1.50	
St. Paul "	230	1.50	
Sioux Falls "	103	.75	
Fargo "	91	.75	
	2,753	17.75	
Northern Newspaper Union.			
Portland List,	109	.60	
Spokane "	67	.40	
San Francisco Union.			
San Francisco List,	109	.60	



Reaches all the Well-to-do Farmers and Stockraisers in Texas and the Great Southwest.

Try it!

San Antonio, Texas

EDUCATIONAL PUBLICATIONS

Reaching Teachers and Officials

Here is a representative and unique list of publications which reach a special class as nothing else can do in a very concentrated form.

It will be conceded that the school officials and teachers are of a very high grade class of the community. The trade of this enormous army is worth seeking, and it can be done easily by using this entire list. Anything that appeals to bright people ought to bring good returns if properly advertised here.

Circulations are estimated from best conservative sources and are believed to be substantially correct.

These educational papers are as a rule overlooked by the general advertiser, and we believe that it is a fruitful field. Special discounts are made for time and space. Estimates of cost furnished.

		Esti-mated Circ.	Pubs. inch rate.	Memorandum.
ALABAMA.				
Birmingham.				
Educational Exchange	M	2,100	1.50	
CALIFORNIA.				
San Francisco.				
Western Journal of Education	M	5,000	1.50	
COLORADO.				
Denver.				
Colorado School Journal	M	1,600	1.50	
CONNECTICUT.				
Meriden.				
Connecticut School Journal	W	6,000	1.00	
DELAWARE.				
Newark.				
Educational News	SM	4,600	1.00	
FLORIDA.				
Jacksonville.				
Florida School Exponent	M	1,450	1.00	
GEORGIA.				
Atlanta.				
Georgia Teacher	M	1,250	1.00	
Southern Educational Journal	M	2,400	1.50	
ILLINOIS.				
Bloomington.				
Public-School Journal	M	11,000	3.00	
Chicago.				
Child-Study Monthly	M	5,000	2.00	
Kindergarten Magazine	M	4,000	4.20	
School Review	M	2,500	2.50	

American Farmer

INDIANAPOLIS, IND.

The Popular Farming Paper of the Central West

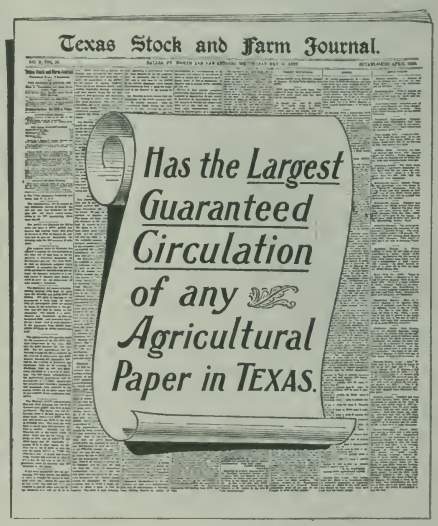
AMERICAN FARMER COMPANY
Indianapolis, Ind.
Hon. J. H. BRIGHAM, President
SOLON L. GOODE, General Manager

Sunday School Helper

A MONTHLY MAGAZINE
DEVOTED TO THE INTERESTS OF
Universalist Sunday School Teaching.

This magazine reaches the officers and working force of practically every Universalist Sunday School from Maine to California.

BOSTON
UNIVERSALIST PUB. HOUSE
CHICAGO

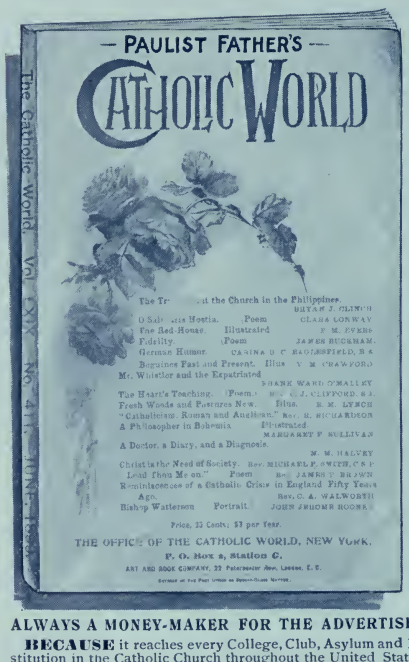


It goes to thrifty people and brings results to advertisers.

THE GEO. B. LOVING CO., Publishers,
Dallas, Ft. Worth and San Antonio.

Educational Publications—*Continued.*

ILLINOIS—Continued.		Estimated Circ.	Pubs. inch rate.	Memorandum.
CHICAGO—Continued.				
Self Culture	M	75,000	7.00	
Teacher and Student	M	2,000	1.50	
Moline.				
Practical Age	M	2,100	1.50	
Oak Park.				
Intelligence	SM	11,200	1.25	
Taylorville.				
School News and Practical Educator	M	16,700	2.00	
INDIANA.				
Indianapolis.				
Indiana School Journal	M	6,500	1.50	
Terre Haute.				
Inland Educator	M	8,500	2.50	
IOWA.				
Cedar Rapids.				
Western Penman	M	17,750	1.75	
Charles City.				
Iowa Teacher	M	14,000	1.40	
Des Moines.				
Midland Schools	M	3,200	2.00	
Dubuque.				
Iowa Normal Monthly	M	4,200	2.00	
Mason City.				
Practical Education	M	1,000	1.00	
KANSAS.				
Ottawa.				
Ottawa Chautauqua Assembly Herald	M	3,000	1.25	
Topeka.				
Western School Journal	M	8,000	2.10	
KENTUCKY.				
Lexington.				
Lexington Southern School	W	6,000	1.50	
MASSACHUSETTS.				
Boston.				
Journal of Education	W	16,000	1.75	
American Primary Teacher	M	38,000	3.00	
Education	M	3,500	2.00	
Germania (German)	M	6,000	2.00	
Popular Educator	M	65,000	4.20	
Primary Education	M	40,000	3.50	
Springfield.				
Kindergarten Review	M	5,000	1.25	



ALWAYS A MONEY-MAKER FOR THE ADVERTISER

BECAUSE it reaches every College, Club, Asylum and Institution in the Catholic Church throughout the United States.

South Dakota

HAS 4,500 TEACHERS.

The South Dakota Educator

goes to 3,000 regularly each month and to EVERY ONE occasionally. We have a fine advertising patronage, because some advertisers know good results when they get them, and they get them from the Educator's advertising. Write us for rates. Address

HARRY L. BRAS,
MITCHELL, S. D. Editor.

Daily Globe

FALL RIVER, MASS.

Has the largest circulation of any paper in Fall River.

Our Press Rooms are open to advertisers at all times to prove our assertions. When circulation is considered the Globe's Advertising Rates are the lowest. One price only. Rate card cheerfully furnished.

AN HONEST CIRCULATION
A PROGRESSIVE CONSTITUENCY.

The Midland Farmer

SEMI-MONTHLY. ST. LOUIS, MO.

will bring satisfactory *returns* to Agricultural Advertisers who want to reach the Farmers and Stockmen of the Mississippi Valley.

Sample Copy Free. Circulation, 25,000.
Rates, 10 cents per Agate line.

W M. BARNUM, Publisher

Rocky Mountain Husbandman

ESTABLISHED November 25, 1875. The father of agriculture in Montana.

REACHES more farmers than any other paper in Montana and adjoining States.

White Sulphur Springs, Montana

THE AMERICAN
School Board Journal

The Most Powerful Educational Journal of Modern Times

Wm. Geo. Bruce
Publisher
NEW YORK
CHICAGO
MILWAUKEE

Educational Publications—*Continued.*

		Esti-mated Circ.	Pubs. inch rate.	Memorandum.
MICHIGAN.				
Detroit.				
Pernin's Stenographer	M	2,600	1.50	
Business World	BM	3,000	2.00	
Lansing.				
Michigan School Moderator	SM	5,500	3.50	
MINNESOTA.				
Minneapolis.				
School Education	M	8,500	1.50	
MISSOURI.				
Jefferson City.				
Missouri School Journal	M	6,000	1.50	
St. Louis.				
American Journal of Education	W	22,000	1.68	
American School and College Journal	M	2,000	1.50	
NEBRASKA.				
Lincoln.				
North-Western Monthly	M	4,000	2.00	
Omaha.				
Shorthand World (Stenog.)	M	2,100	1.50	
NEW YORK.				
Brooklyn.				
Shorthand Educator	M	2,000	1.50	
Teacher	M	5,000	2.00	
Buffalo.				
Educator	M	25,000	2.10	
Dansville.				
Normal Instructor	M	100,000	5.60	
New York.				
School (School Interests)	W	7,500	2.80	
School Journal	W	21,000	2.80	
Educational Review	M	5,000	3.50	
Illustrated Phonographic World	M	79,000	4.00	
New Education	M	3,000	3.00	
Penman's Art Journal	M	15,454	2.80	
Primary School	M	21,000	4.20	
School	W	10,000	2.80	
Students' Journal (Phono.)	M	3,000	3.50	
Teachers' Institute and Practical Teacher	M	46,000	5.60	
Teachers' World	M	50,000	2.80	
Werner's Magazine (Voice Cult.)	M	10,000	2.00	

AMERICA'S LEADING DAILY FINANCIAL NEWSPAPER

Daily Journal of Finance.

EVERY MORNING, EXCEPT SUNDAYS AND HOLIDAYS

SUBSCRIPTION:

New York City Subscribers, per year, ... $5.00
Out-of-Town Subscribers, per year, ... 3.00

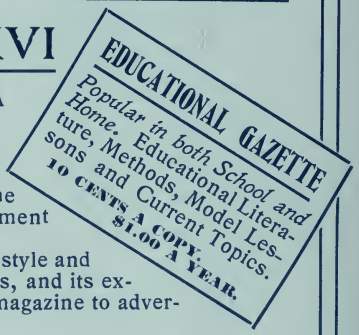
WM. F. JONES, Publisher, 73 Broad Street, New York

Educational Gazette

ENLARGED IMPROVED UNRIVALED

Number 1, Volume XVI

WILL OPEN WITH THE SEPTEMBER ISSUE IN A NEW FORM AND NEW DRESS.



Its fifty-two pages will be filled with the very choicest material. The methods will be from the pens of the strongest contributors in the educational field; and in the advertising department only reputable firms will be admitted.

These facts, combined with its elegance in style and appearance, its large list of intelligent readers, and its extensive field of circulation, should make this magazine to advertisers what it is in reality:

The best educational magazine ever offered at $1.00 a year.

EDUCATIONAL GAZETTE PUBLISHING COMPANY
ROCHESTER, N. Y.

Educational Publications—*Continued.*

NEW YORK—Continued.		Estimated Circ.	Pubs. inch rate.	Memorandum.
Rochester.				
Educational Gazette	M	18,000	2.00	
Rome.				
Deaf Mutes' Register	W	1,100	1.00	
Syracuse.				
School Bulletin and New York State Educational Journal	M	1,500	2.00	
OHIO.				
Ada.				
University Herald	W	1.250	1.00	
Cambridge.				
Ohio Teacher	M	1,900	1.00	
Cincinnati.				
Phonographic Magazine	SM	4,000	1.40	
Columbus.				
Ohio Educational Monthly	M	3,600	1.50	
OKLAHOMA.				
Norman.				
Oklahoma School Herald	M	1,600	2.00	
PENNSYLVANIA.				
Allentown.				
National Educator	SM	3,400	1.50	
Edinboro.				
Educational Independent	M	25,000	1.12	
Harrisburg.				
School Gazette	BW	5,000	.45	
Lancaster.				
Pennsylvania School Journal	M	7,000	1.50	
Meadville.				
Chautauquan	M	67,000	7.00	
Philadelphia.				
Teacher	M	5,000	2.00	
SOUTH DAKOTA.				
Mitchell.				
South Dakota Educator	M	3,000	1.00	
TENNESSEE.				
Nashville.				
Tennessee School Journal	M	1,600	1.50	

$30,000,000

Paid in Teachers Salaries in the United States Every Three Months.

The Teachers' World

taps a large percentage of this fund. Reaches **50 000** teachers. Rates very reasonable. A splendid mail order medium, as it goes to out of town teachers in the main.

Be sure and try it at least. It is ten years old, and circulation is increasing. Send for sample.

BEMIS PUBLISHING CO., 13 Astor Place, New York.

Educational Publications—*Continued.*

		Esti-mated Circ.	Pubs. inch rate.	Memorandum.
TEXAS.				
Austin.				
Texas School Journal	M	3,000	1.25	
Waco.				
Guardian	M	7,800	3.00	
VIRGINIA.				
Richmond.				
Virginia School Journal	M	4,250	2.00	
WASHINGTON.				
Olympia.				
Northwest Journal of Education	M	2,250	1.00	
WEST VIRGINIA.				
Charleston.				
West Virginia School Journal	M	4,200	1.00	
WISCONSIN.				
Madison.				
Wisconsin Journal of Education	M	3,600	2.50	
Milwaukee.				
American School Board Journal	M	45,000	2.80	
Mind and Body (Phys. Educ.)	M	2,200	1.50	
Western Teacher	M	10,000	2.00	
NEW BRUNSWICK.				
St. John.				
Educational Review	M	2,000	1.00	
ONTARIO.				
Toronto.				
Canada Educational Monthly	M	1,800	1.00	
Canadian Teacher	SM	5,750	1.75	
QUEBEC.				
Montreal.				
Educational Record	M	1,700	1.00	
Journal de l'Instruction Publique (French)	M	1,300	1.00	

INDIANA FARMER.

A WEEKLY JOURNAL IN THE INTEREST OF LIVE STOCK, THE FARM, HOME AND GARDEN.

ESTABLISHED 1845

Advertising Rates

Per Line, Agate Measure

1 time	25 cents
4 times	25 cents
8 times	22 cents
13 times	20 cents
26 times	18 cents
39 times	16 cents
52 times	15 cents
500 lines	20 cents
1,000 lines	18¾ cents
1,500 lines	18 cents
2,000 lines	16 cents
3,000 lines	15 cents

Reading Notices, Leaded Agate, 50 cents per line, each time.

A live weekly of over 27,000 circulation in the Hoosier State and those adjoining.

Send for Sample Copy.

THE INDIANA FARMER CO.
INDIANAPOLIS, IND.

7,000 Farm Homes

in KANSAS and MISSOURI

With 35,000 Readers

will be reached by YOUR ADVERTISEMENTS in

The Rural Home

LAWRENCE, KANSAS

SWORN CIRCULATION, 7,000

BOOKS OPEN TO ADVERTISERS.

Advertising rates, 5 cents per Agate line.

This paper covers the richest agricultural region in the United States, and at present rate of increase will have over 10,000 subscribers by Jan. 1, 1900.

Skördemannen

(The Harvester)

It is a perfect Klondyke for advertisers, as it is the only Scandinavian Farm Paper published in America, and has a large circulation. Printed on fine paper and illustrated.

SKÖRDEMANNEN PUB. CO. Minneapolis, Minn.

The Leading MEDICAL PUBLICATIONS

Reaching a class of practitioners whose means will warrant their being considered a good, thrifty, purchasing class, worthy of being sought by general as well as special advertisers.

A Representative List of the Medical and Surgical Publications of the United States and Canada.

		Estimated Circ.	Memorandum.
CALIFORNIA.			
Los Angeles.			
Southern California Practitioner	M	1,600	
Sacramento.			
Occidental Medical Times	M	1,000	
San Francisco.			
Pacific Medical Journal	M	2,450	
Pacific Record of Medicine and Surgery	M	6,250	
CONNECTICUT.			
Danbury.			
New England Medical Monthly and Prescription	M	20,000	
Journal of Inebriety	Q	500	
DISTRICT OF COLUMBIA.			
Washington.			
National Medical Review	M	2,000	
GEORGIA.			
Atlanta.			
Georgia Eclectic Medical Journal	M	1,500	
Medical and Surgical Journal	M	1,500	
Southern Medical Record	M	2,000	
ILLINOIS.			
Chicago.			
Journal of the American Medical Association	W	8,500	
Alkaloidal Clinic	M	15,000	
Clinique	M	2,000	
Hahnemannian Advocate	M	1,450	
Medical Era	M	3,200	
Medical Standard	M	7,500	
Medical Times	M	3,500	
Medical Visitor	M	2,000	
North American Practitioner	M	4,000	

A Bright Agricultural Monthly of the right sort

Esteemed by both Subscribers and Advertisers; the former because of its Quality, and the latter for the Cash Returns it brings.

Circulation *for 1899, an average of over* **100,000** *per month.*

Contracts made on basis of Proved Circulation, either through any reliable agency or direct.

The Garver Publishing Company, Springfield, Ohio

Leading Medical Publications—*Continued.*

		Estimated Circ.	Memorandum.
INDIANA.			
Fort Wayne.			
Medical Magazine	M	2,000	
Indianapolis.			
Indiana Medical Journal	M	2,500	
Medical Free Press	M	2,000	
New Albany.			
Medical Herald	M	5,333	
KANSAS.			
Fort Scott.			
Western Medical Journal	M	1,000	
Topeka.			
Kansas Medical Journal	W	1,500	
KENTUCKY.			
Louisville.			
American Practitioner and News	Bi-W	2,000	
Medical Monthly	M	5,000	
Medical Progress	M	5,330	
LOUISIANA.			
New Orleans.			
Medical and Surgical Journal	M	2,000	
MAINE.			
Portland.			
Journal of Medicine and Science	M	1,800	
MARYLAND.			
Baltimore.			
Maryland Medical Journal	W	3,000	
Southern Journal of Homeopathy	M	1,500	
MASSACHUSETTS.			
Boston.			
Medical and Surgical Journal	W	4,500	
Annals of Gynaecology & Pediatry	M	1,000	
Massachusetts Medical Journal	M	6,900	
N. E. Medical Gazette, Homeopathic	M	1,000	
MICHIGAN.			
Ann Arbor.			
Physician and Surgeon	M	3,000	
Good Health (Sanitary)	M	3,500	

OMEGA

20,000 Circulation Guaranteed

OMEGA is the Leading Health Magazine.

OMEGA has the Largest Circulation of any magazine of its class.

OMEGA pays the Advertiser.

Proof furnished upon application.

OMEGA PUBLISHING COMPANY, 1562 Broadway, New York.

There is Just One Best Newspaper in Oklahoma

It's **The Guthrie Daily Leader**

It covers Two Territories and is the paper to use to reach those who have money to spend. The Leader is the Official Organ of Democracy and is the Official Paper of Oklahoma. It leads in circulation, news and influence.

L. G. NIBLOCK
Editor

Oklahoma Leader

Weekly—Biggest, Newsiest, Best.
It's the Farmer's Friend.

A pair of Home and Family Newspapers. None Better; Few as Good. You can't begin to cover the Field without 'em.

LEADER PRINTING CO., Guthrie, Oklahoma

Do You Want German Trade?

Of course you do! Everybody does! Why? Because the Germans are an intelligent and industrious class of people. They take a pride in keeping up with the times, and are fully able to satisfy all their wants. *They are cash customers.* There are about 125,000 Germans in San Francisco and vicinity, and 400,000 in the State of California. To a large portion of them the German newspaper is the only means of getting the news. You cannot afford to let their trade go to your competitors. It is worth your while to make special effort to get a share of their patronage. If you think so, advertise in the newspaper they read—

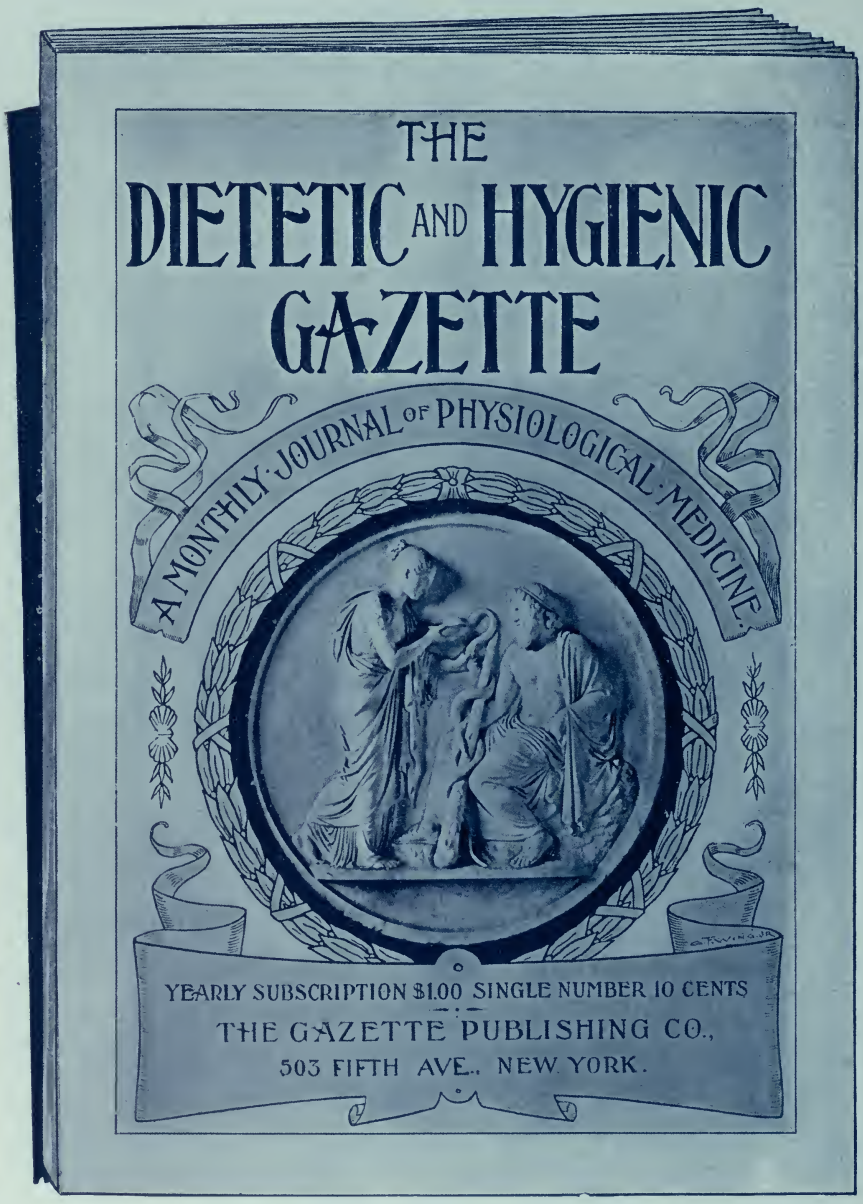
The Abend Post

(Daily, Sunday and Weekly) SAN FRANCISCO, CAL.

W. E. SCOTT, 150 Nassau Street, N. Y.
Eastern Advertising Department.

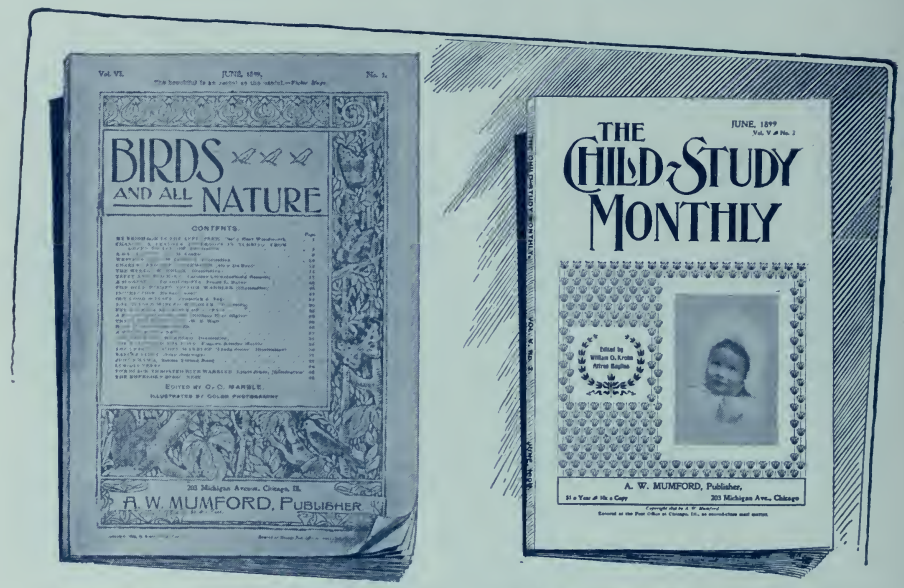
Leading Medical Publications—*Continued.*

Michigan—Continued.		Estimated Circ.	Memorandum.
Detroit.			
Medical Age	SM	4,500	
Therapeutic Gazette	M	8,000	
Leonard's Illustrated Medical Journal	Q	10,000	
MINNESOTA.			
Minneapolis.			
Medical Argus, Homeopathic,	M	2,800	
St. Paul.			
Northwestern Lancet, surgical	M	3,000	
MISSOURI.			
Kansas City.			
Medical Arena, Homeopathic	M	1,000	
Medical Record	M	2,750	
St. Joseph.			
Medical Herald	M	5,000	
St. Louis.			
Medical Review	W	5,000	
Medical Fortnightly	BW	7,800	
American Journal of Ophthalmology	M	1,000	
Courier of Medicine	M	2,000	
Homeopathic News	M	5,000	
Medical Brief	M	28,000	
Medical Era	M	3,000	
Medical Mirror	M	3,500	
Medical and Surgical Journal	M	1,500	
Tri-State Medical Journal	M	4,000	
Alienist and Neurologist	Q	1,500	
NEW YORK.			
Brooklyn.			
Medical Journal	M	1,200	
Buffalo.			
Medical Journal	M	4,000	
New York.			
Medical Journal	W	12,000	
Medical News	W	7,500	
Medical Record	W	18,000	
American Homeopathist	SM	4,300	
American Gynaecological & Obstetrical Journal	M	3,000	


THE
DIETETIC AND HYGIENIC
GAZETTE
A MONTHLY JOURNAL OF PHYSIOLOGICAL MEDICINE.
YEARLY SUBSCRIPTION $1.00 SINGLE NUMBER 10 CENTS
THE GAZETTE PUBLISHING CO.,
503 FIFTH AVE., NEW YORK.

Leading Medical Publications—*Continued.*

New York—Continued.		Estimated Circ.	Memorandum.
NEW YORK CITY—Continued.			
American Journal of Obstetrics	M	5,500	
American Therapist	M	2,000	
Archives of Pediatrics	M	5,200	
Dietetic and Hygienic Gazette	M	15,000	
Gaillard's Medical Journal	M	2,000	
International Journal of Surgery	M	2,800	
Journal of Cutaneous and Genito-Urinary Diseases	M	3,000	
Journal of Nervous and Mental Diseases	M	3,750	
Medical Examiner	M	6,000	
Medical Times	M	4,300	
North American Journal of Homeopathy	M	4,000	
Polyclinic	M	5,000	
Sanitarian, Hygienic	M	3,750	
Trained Nurse	M	4,000	
Homeopathic Journal of Obstetrics	BM	2,400	
Medico-Legal Journal	Q	2,000	
Omega	M	10,000	
NORTH CAROLINA.			
Charlotte.			
Medical Journal	M	5,000	
Wilmington.			
North Carolina Medical Journal	SM	1,200	
OHIO.			
Cincinnati.			
Lancet-Clinic	W	4,200	
Medical Journal	M	2,000	
Ohio Medical Journal	M	4,000	
Cleveland.			
Medical Gazette	M	2,000	
Columbus.			
Medical Journal	BW	1,800	
Toledo.			
American Medical Compend	M	4,000	
Medical and Surgical Reporter	M	3,500	
Woman's Medical Journal	M	2,000	
OREGON.			
Portland.			
Medical Sentinel	M	2,250	



The Successful Advertisers' Mediums.

A consideration of these propositions will make you want to accept them. For proposal and general information kindly address

ERNEST I. MITCHELL, Advertising Manager, Fine Arts Building, Chicago, Ill.

New Ideas

Is a large 16-page monthly and, as its name indicates, is devoted to information about the "new," and this applies to every department of art, science and invention. Its advertising as well as its reading matter is teeming with good things that appeal to the most progressive people everywhere. It is the cleanest, brightest and most up-to date monthly published, giving the latest news of interest to the Inventor, Agent, Manufacturer, Mechanic, and Wide-Awake people everywhere.

100,000 Circulation Monthly

"*No Proof, No Pay,*" is our motto. Rates are 50 cents per line, each and every insertion. No time nor space discounts. We are after business from first-class, reliable firms who are advertising for profit and want quick results. Based upon the testimony of reliable parties, we can assure paying results.

☞ Forms close on the 25th of preceding month.

Send your business direct or through any reliable advertising agency.

New Ideas . **1210-22 Frankford Ave. Philadelphia, Pa.**

Leading Medical Publications—*Continued.*

PENNSYLVANIA.		Estimated Circ.	Memorandum.
Lancaster.			
Homeopathic Envoy	M	7,080	
Philadelphia.			
Medical and Surgical Reporter	W	3,000	
American Journal of Medical Sciences	M	7,112	
Annals of Surgery	M	3,000	
College and Clinical Record	M	2,900	
Hahnemannian Monthly	M	2,700	
Homeopathic Recorder	M	1,500	
International Medical Magazine	M	2,000	
Medical Bulletin	M	6,243	
Medical Summary	M	10,000	
Medical World	M	25,979	
University Medical Magazine	M	3,000	
TENNESSEE.			
Memphis.			
Medical Monthly	M	3,670	
Nashville.			
Journal of Medicine and Surgery	M	1,500	
Southern Practitioner	M	4,500	
TEXAS.			
Austin.			
Texas Medical Journal	M	1,204	
Texas Medical News	M	1,011	
Dallas.			
Texas Medical Practitioner	M	3,800	
VIRGINIA.			
Richmond.			
Virginia Medical Semi-Monthly	SM	3,000	
Practice	M	2,000	
Southern Clinic	M	5,000	
ONTARIO.			
Toronto.			
Canadian Practitioner	SM	1,500	
Canada Lancet	M	2,000	
Montreal Medical Journal	M	1,500	

THE

Monetary Times

OF TORONTO.

ISSUED EVERY FRIDAY

Write for our map of the Dominion of Canada and Newfoundland, showing where this journal circulates.

is the leading trade journal in Canada. It has more readers in more places throughout the Dominion than any other business man's publication. Since before the Confederation (1867) it has been found to be a trustworthy medium; hence its popularity.

Advertising Rate Card and Sample Copy sent to any address upon application.

THE MONETARY TIMES, TORONTO, CANADA.

CHICAGO DRY GOODS REPORTER

THE REPORTER guarantees to its advertisers a larger circulation in the West than that of any other trade journal going to dry-goods and general merchants. For introducing and increasing the sale of any article in which these merchants are interested THE REPORTER excels all other media. REPORTER space is better value than any other trade journal space in America at the rates charged, which are as follows:

One page for 12 months ..	$1,600 00	One page, one time	$50 00
Half page for 12 months ..	850 00	Half page, one time	25 00
Quarter page for 12 months	450 00	Quarter page, one time.....	15 00
Eighth page for 12 months	250 00	Eighth page, one time.....	7 50
Sixteenth page for 12 months	150 00		

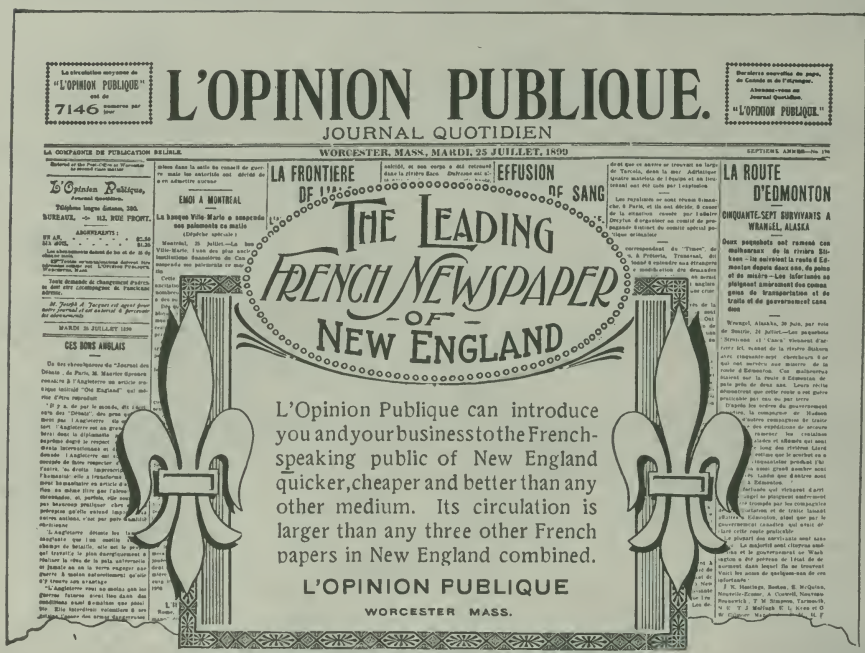
If you want further information about THE REPORTER write. If desired we will send a man to see you.

DRY GOODS REPORTER CO., 233 Fifth Avenue, CHICAGO

Trade Papers.

Under this head will be found grouped the scientific, mechanical, financial, commercial and special papers most worthy of mention.

		Estimated Circ.	Memorandum.
Bridgeport, Conn.			
American Engineering	M	3,100	
Chicago.			
Dry Goods Reporter	W	7,500	
Modern Machinery	M	8,075	
Boston.			
Engineers' and Power Users' Magazine	M	20,000	
Journal of Commerce	W	6,000	
Textile World,	M	4,800	
New York.			
American Machinist	W	13,500	
Cassier's Magazine (Engineering)	M	17,500	
Dry Goods Economist	W	7,000	
Engineering Magazine	M	9,300	
Engineering News,		7,600	
Engineering Record and Sanitary Engineer	W	6,500	
Heating and Ventilation	M	5,100	
Iron Age	W	6,000	
Locomotive Engineering	M	20,000	
Machinery	M	15,250	
Power	M	27,000	
Scientific American	W	47,500	
Scientific American (Building Edition)	M	16,000	
Scientific American (Eng. & Span.) (Export Edition)	M	10,000	
Steam Engineering	M	10,000	
Cincinnati.			
Spokesman	M	7,000	
World's Progress	M	12,500	
Cleveland.			
Engineer	SM	15,000	
Iron Trade Review	W	5,000	
Philadelphia.			
Engineering Mechanics	M	5,000	
Keystone	M	18,000	
Practical Engineer	M	4,000	
Toronto.			
Canadian Engineer	M	4,600	
Monetary Times	W	5,400	



Circulation, 5,000 Copies Daily. 8 to 12 Pages.
Full Telegraphic News from All the World.
The Official Organ of the Government.
Published in Dutch and French at
THE HAGUE, Capital of the Netherlands.

The
Daily and Weekly
Republican
Wilmington, Delaware,

has the largest circulation, barring none, and the acknowledged leading advertising medium in the State of Delaware.

Rates on Application.

Foreign Language Papers.

In our cosmopolitan country there are enormous numbers of Europeans who are Americanized, but who desire to read the news in their native tongue, and in the following list of the best papers in the important languages will be found those that cater to their wants.

As a rule these classes are thrifty and careful people. These publications are used by many advertisers with excellent results. Careful translators arrange copy to suit each advertiser.

GERMAN.

The principal German papers will be found under the heads of cities where published in the daily and weekly lists in another part of this book.

FRENCH.

		Estimated Circ.	Memorandum.
CALIFORNIA.			
San Francisco.			
Franco-Californien	Ind—D	5,000	
LOUISIANA.			
New Orleans.			
Abeille	Dem—D	12,000	
Abeille	Dem—W	13,500	
MAINE.			
Lewiston.			
Messager	Ind—SW	3,100	
MASSACHUSETTS.			
Fall River.			
Independant	Rep—D	3,780	
Independant	Ind—W	4,830	
Lowell.			
Etoile	Rep—D	4,000	
Etoile	Rep—W	2,000	
Worcester.			
Opinion Publique	Ind—D	7,200	
MINNESOTA.			
St. Paul.			
Canadien	Ind—W	3,490	
NEW YORK.			
New York.			
Courrier des Etats-Unis	Ind—D	14,000	
Courrier des Etats-Unis	S.	24,000	
Courrier des Etats-Unis	Ind—W	26,000	
RHODE ISLAND.			
Woonsocket.			
Tribune	Rep—D	3,200	

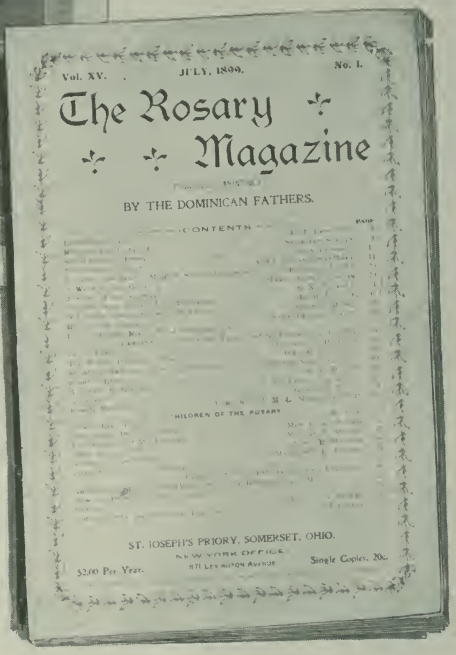
ADVERTISE IN

The Rosary Magazine

IT PAYS

It is an illustrated monthly, devoted to literature, art and religion, is edited and published by the Dominican Fathers, and circulates among the best class of Catholics, the academies, colleges and institutions in general.

THE ROSARY MAGAZINE is introduced, through the pulpit, into all cities and towns by members of the order who devote their whole time to the work; this guarantees a steady and regular increase in circulation of from 500 to 1,000 monthly.



THE ROSARY is a family magazine which is carefully read by every member of the house, hence all its advertisements are sure to be noted.

Try it and judge for yourself.

Each issue of this magazine contains 112 pages. The subscription price is $2.00 a year. Single copies, 20 cents.

For Rates and Advertising Information apply to

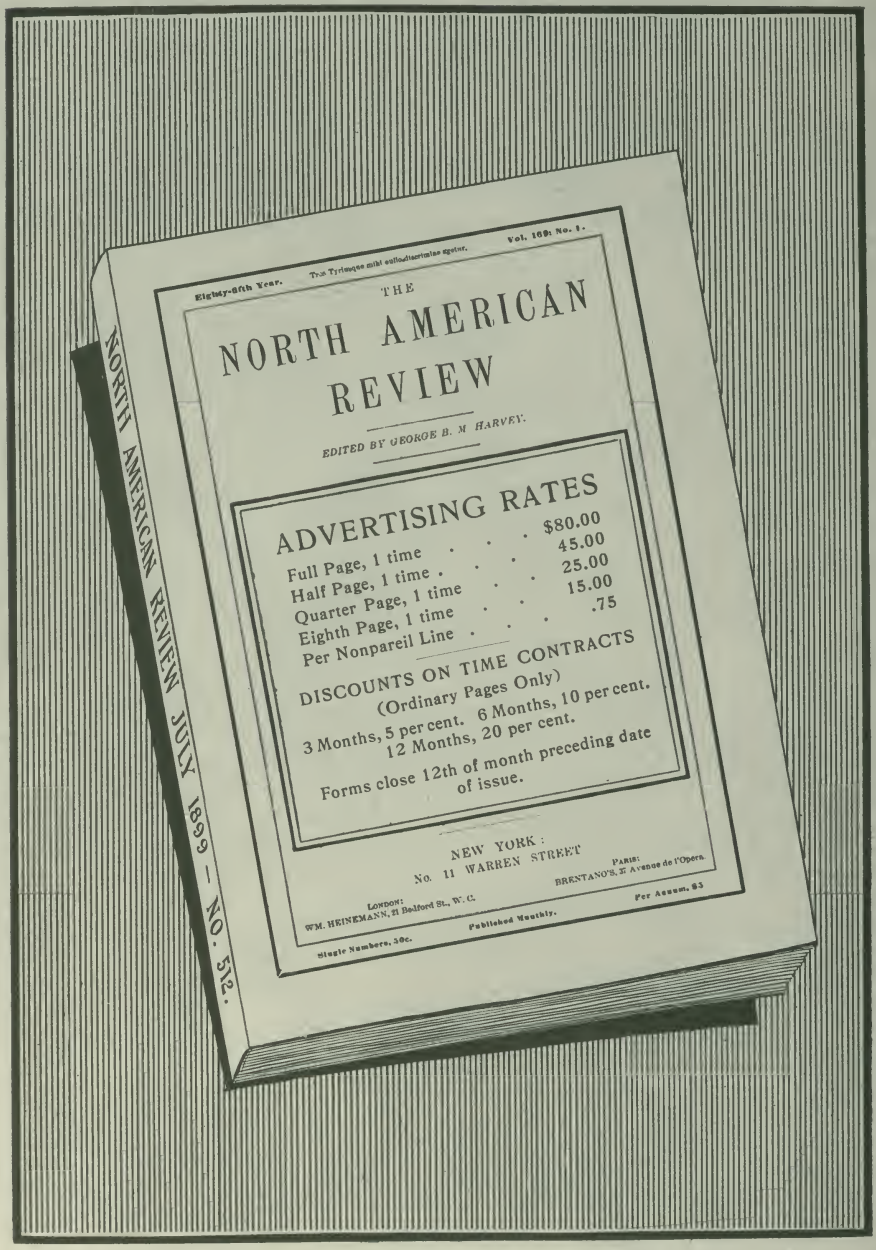
ADVERTISING MANAGER, 871 Lexington Ave., N. Y. City

Foreign Language Papers—*Continued.*

French—*Continued.*		Estimated Circ.	**Memorandum.**
QUEBEC.			
Montreal.			
Canard	Ind & Humor W	10,000	
Journal d'Agriculture and d'Horticulture	Agri—SM	46,000	
Monde Canadien	Fam—W	15,000	
Monde Illustre	Lit & Fam—W	5,500	
Patrie	Lib—D	20,000	
Cultivateur	Lib—W	25,000	
Presse	Ind—D	66,000	
Presse	Ind	35,000	
Samedi	Lit & Humor—W	10,000	
Quebec.			
Evenement	Ind Cons—D	16,000	
Journal des Campagnes	Cons—W	8,000	
Soleil	Lib—D	12,000	
Soleil	Lib—W	8,000	

SWEDISH.

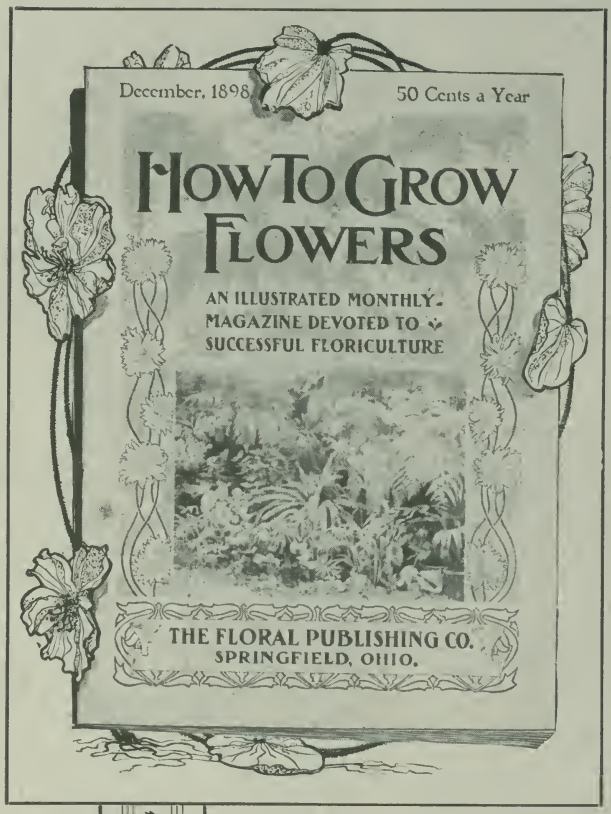
ILLINOIS.			
Chicago.			
Fosterlandet	W	12,000	
Gamla Och Nya Hemlandet	Rep—W	26,000	
Svenska Amerikanaren	Ind—W	38,500	
Svenska Kuriren	Ind Rep—W	35,000	
Svenska Tribunen	Rep—W	30,000	
MASSACHUSETTS.			
Boston.			
Argus	Ind—W	5,000	
Skandinavia	Rep—W	7,000	
MICHIGAN.			
Ishpeming.			
Superior-Posten	Rep—W	5,000	
MINNESOTA.			
Minneapolis.			
Skördemannen	Agri—SM	10,000	
Svenska Amerikanska Posten	Ind—W	34,200	
Svenska Folkets Tidning	Lib—W	20,000	
Weckoblad	Rep—W	10,500	
St. Paul.			
Minnesota Staats Tidning	Rep—W	12,000	
NEW YORK.			
New York.			
Nordstjernan	Ind—W	8,000	
Valkyrian	Lit—M	7,500	



The foundation of most fortunes may be directly traced to advertising.

Foreign Language Papers—*Continued.*

NORWEGIAN-DANISH.		Estimated Circ.	Memorandum.
ILLINOIS.			
Chicago.			
Posten, D.	Ind	5,000	
Skandinaven, N.-D.	Rep—D	18,000	
Skandinaven, N.-D.	Rep—SW	45,000	
IOWA.			
Cedar Rapids.			
Kvinden og Hjemmet Fam—M		20,000	
Decorah.			
Posten, N.	Fam—W	35,000	
MINNESOTA.			
Minneapolis.			
Aftenlœsning, N.-D.	Lit—W	5,000	
Folkebladet, N.	Ind—W	4,400	
Illustreret Familie Journal, N.-D.	Fam—W	4,000	
Nye Normanden, N.-D.	Pop-W	6,200	
Tidende, N.	Ind—D	4,000	
Tidende, N.	Ind—W	26,500	
St. Paul.			
Nordvesten, N.-D. Ind Rep—W		14,500	
NEBRASKA.			
Omaha.			
Danske Pioneer, D.	Ind Dem—W	24,000	
NEW YORK.			
Brooklyn.			
Nordiske Blade, N.-D.	Ind	5,400	
New York.			
Nordlyset, N.-D.	Ind—W	4,000	
NORTH DAKOTA.			
Fargo.			
Fram, N.-D.	Ind—W	8,000	
Grand Forks.			
Normanden, N.-D.	Rep—W	4,500	
SOUTH DAKOTA.			
Sioux Falls.			
Syd Dakota Ekko, N.-D. Rep-W		5,000	
WISCONSIN.			
Eau Claire.			
Reform, N.	Pro—W	4,800	
Madison.			
Amerika of Norden, N. Ind-W		7,400	
Neenah.			
Danskeren, D.	Rep—W	5,000	
Racine.			
Folkets Avis, D.	Ind—W	3,000	



It Reaches the BEST HOMES of America

GUARANTEED CIRCULATION
125,000 COPIES MONTHLY

The only independent, high-class publication in the United States devoted to home floriculture. : : :

ADVERTISING RATES LOW ❧ SPECIMEN COPIES FREE

The Floral Publishing Company
SPRINGFIELD, OHIO

American School and College Journal

ISSUED MONTHLY

ST. LOUIS MISSOURI

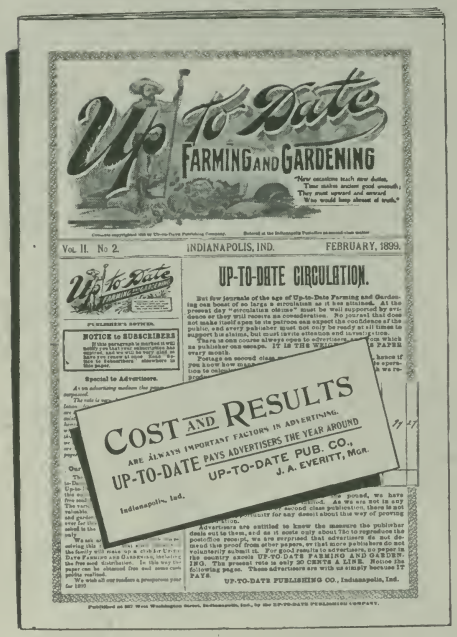
THE LEADING EDUCATIONAL PUBLICATION IN THE WEST

and best printed in the United States. Not a text-book, but a teacher's journal, with many strong features. A first-class medium for advertisers.

ADDRESS ALL CORRESPONDENCE TO THE PUBLISHER

JOURNAL PUBLISHING COMPANY
PUBLISHERS

J. B. MERWIN, Editor H. H. STENDEL, Business Manager



Use it ONCE

AND YOU'LL

USE IT always

75,000 PER MONTH GUARANTEED

An unsurpassed advertising medium for mail orders and in reaching Farmers and Gardeners.

UP-TO-DATE PUBLISHING CO.
J. A. EVERITT, Manager
INDIANAPOLIS, IND.

Circulation, 30,000 Weekly, Guaranteed.

Established in 1846. Fifty-three Years Old.

AMERICAN GARDENING

The Only Recognized Horticultural Medium.

THIS publication is emphatically a HOME MEDIUM, and NOT to be confused with Class Trade papers. It reaches thousands of well-to-do, out-of-town homes, where the publication is taken for the general information it contains pertaining to the care and development of private conservatories and general landscape gardening. It also reaches and influences the gardener's whole family, whose residence is on the grounds of the gentleman's estate. It has quite as many readers among the women as among the men.

Do not confuse this publication with the ordinary agricultural medium, as it covers the Horticultural as well as the Agricultural fields.

No other publication is more thoroughly read than is "American Gardening." Its subscribers are an excellent class for the General Advertiser to reach.

ADVERTISING DEPARTMENT, ROOM 934, 150 NASSAU STREET, NEW YORK

"Every Triple Composite is Perfect"

HERE IS A TRIPLE COMPOSITE of daily newspapers, all of large circulations, old and influential, which makes one great morning daily newspaper in Albany of largest circulation, known as the

Press-Knickerbocker-Express.

Its component parts are:

THE DAILY KNICKERBOCKER, founded in 1842.

THE ALBANY MORNING EXPRESS, founded in 1847.

THE DAILY PRESS, founded in 1877.

☞ The Press-Knickerbocker purchased on January 7, 1899, the newspaper property known as The Albany Morning Express and combined same with The Daily Press-Knickerbocker.

HERE ARE A FEW EXPRESSIONS FROM THE LEADING ADVERTISERS OF ALBANY AT THE TIME OF THE CONSOLIDATION:

JOHN G. MYERS, Dry Goods.—"The amalgamation of The Press-Knickerbocker and Morning Express shows great enterprise. The combined paper is a model one. As an advertiser I intend to take advantage of the additional facilities afforded to reach the public."

W. M. WHITNEY, Senior Member Dry Goods House of W. M. Whitney & Co.—"It is a good, strong paper, and one that purchasers will read and rely upon."

JAMES MIX, Jeweler.—"The Press-Knickerbocker has always been popular with a great number of readers, and if it can retain—and its policy indicates that it can—the Express readers, it will at once enlarge its field."

ALBANY HARDWARE AND IRON CO.—"The Press-Knickerbocker-Express is all right. It will reach more readers than the combined circulation of both papers formerly did."

PRESIDENT SECOR, of C. G. Craft & Co., large Clothing House.—"Advertisers in the combined newspaper will now get the best possible service."

THE PRESS COMPANY, Publishers,
Press Buildings, 18 Beaver Street, Albany, N. Y.

Also Publishers of the **Sunday Press.** Albany's Best Sunday Paper

Circulation guaranteed 200,000 Copies per month in America.

INTERNATIONAL NEWS CO., 83 & 85 Duane St., New York.

J. LAWRENCE BRADLEE, Advertising Manager.

We also represent the **"New Illustrated Magazine,"** with a circulation of 65,000 copies per month.

TOPEKA, KANSAS

THE purchasing power of the thrifty farmers of Kansas can be imagined when it is known that they own 900,000 horses and mules, 550,000 milch cows, 1,600,000 other cattle, 2,400,000 swine and 225,000 sheep. In addition to this they raised last year 150,000,000 bushels of corn and over 60,000,000 bushels of wheat.

Nearly 25,000 of these same farmers subscribe for THE KANSAS FARMER. If you want their trade advertise in it.

KANSAS FARMER, Topeka, Kansas

The

Selma Times

(ALABAMA)

Daily, Sunday and Weekly

Largest Circulation Medium in the Black Belt of Alabama.

Read by more people than any other paper published in this section.

THE TIMES

Is one of the leading exponents of popular sentiment, and is a first-class advertising medium. Democratic in politics.

Goes into the homes of the best farmers, and reaches every postoffice in this county.

J. H. NUNNELEE, Proprietor

LOUIS HAMBERGER, Business Manager

THE CANADA LANCET

A monthly journal of Medical and Surgical Science, Criticism and News.

THE OLDEST MEDICAL JOURNAL IN CANADA

(*Established 1856*)

Has the largest circulation of any Medical Journal in Canada.

Advertisements inserted on the most liberal terms.

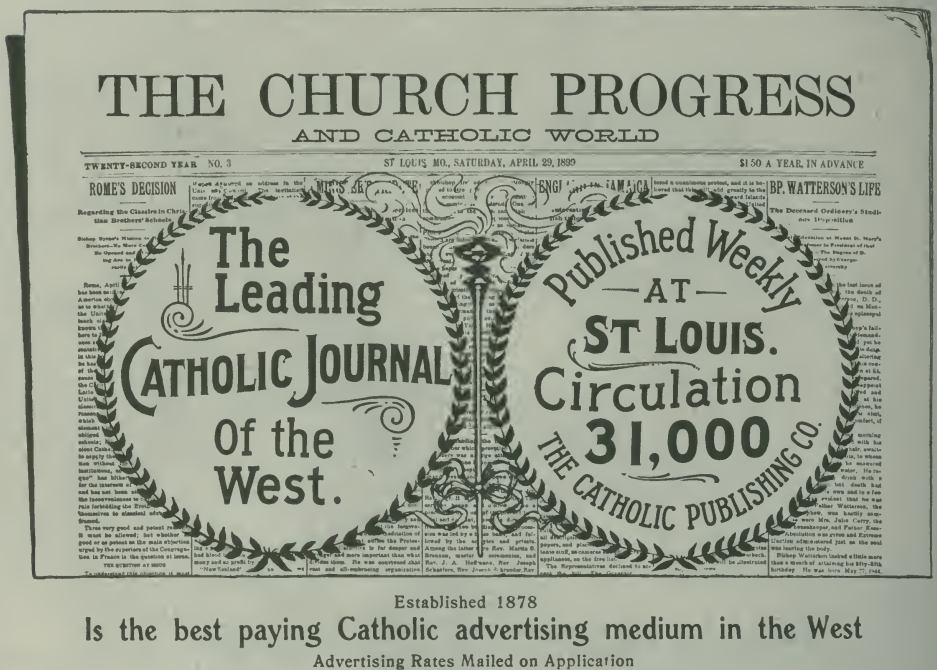
Send for our Club Lists.

Address . . .

THE LANCET CO., LIMITED

11½ JANES BUILDING

TORONTO, ONT., CANADA



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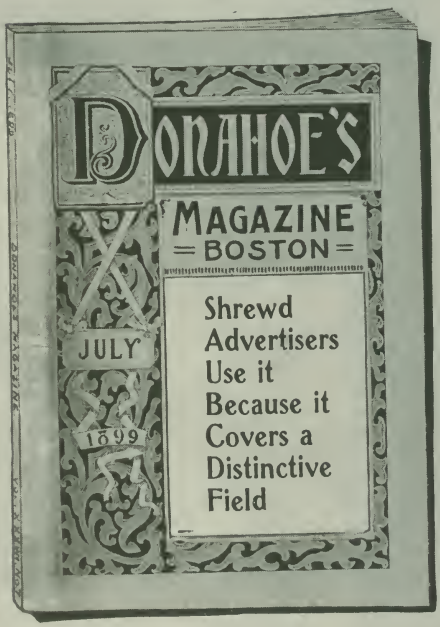


DONAHOE'S MAGAZINE CO.,

Daniel P. Toomey, Manager, BOSTON, MASS.

Morning Star

NEW ORLEANS, LA.

Thoroughly
Abreast
of the
Times

The Best, Brightest and Newsiest Weekly in the South. Circulating through 8 Southern States

ESTABLISHED 1868

These publications reach the Central Southern Methodists Thoroughly.

The Cosmopolitan

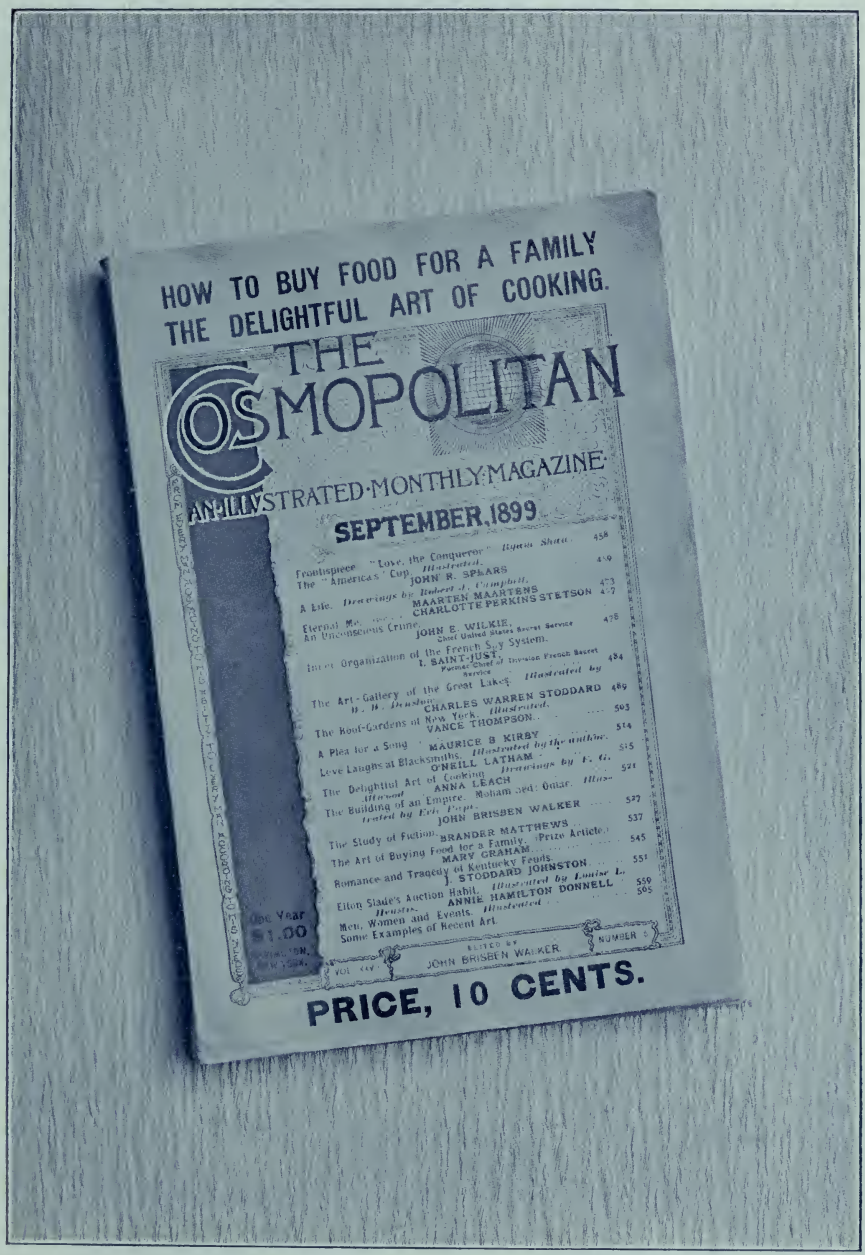
is recognized by advertisers as having a clientele of the highest class of readers.

Each succeeding year shows a marked improvement in the magazine itself.

Appealing as it does to the most intelligent classes of men and women,—the most desirable customers for any good thing,—it more than satisfies advertisers, who demonstrate their appreciation of its results by renewed contracts.

PUBLISHING OFFICE, IRVINGTON, N. Y.

ADVERTISING OFFICES: { 180 Times Building, New York City
{ Marquette Building, Chicago


HOW TO BUY FOOD FOR A FAMILY
THE DELIGHTFUL ART OF COOKING.
THE COSMOPOLITAN
AN ILLUSTRATED MONTHLY MAGAZINE
SEPTEMBER, 1899
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Some Examples of Recent Art. Illustrated
One Year $1.00
EDITED BY JOHN BRISBEN WALKER
NUMBER
PRICE, 10 CENTS.

The Practical Dairyman

reaches most of the creameries and factories and thousands of dairymen who have confidence in it and its advertisers. It is the only paper for which hundreds of creamery men and factory men are voluntarily acting as subscription agents. It is the ablest edited and most practical dairy publication in the country and is appreciated by the dairy interests. Permit us to introduce you to our 20,000 subscribers. Rates low. Write for sample.

PRACTICAL DAIRYMAN
E. CHUBB FULLER, Publisher,
Indianapolis, Ind.

Nobody Can Reach

the Farmer and Horticulturist of Chautauqua County, N. Y., THE GREATEST SMALL FRUIT REGION in the world, except by advertising in

THE GRAPE BELT

Semi-Weekly, 4,000 circulation each issue.

Everybody Can Reach

the Horticulturist, and the *Fruit Grower*, *Shipper* and *Handler*, by advertising in

Fruit

A Monthly of 8,000 Nation-wide circulation.

Both published by BELT PUBLISHING CO., *18-20 East Second St., Dunkirk, N.Y.*
Right in the heart of the greatest fruit raising country in the world.

THE CRITERION

ESTABLISHED 1889

CRISP ◦ LIVE ◦ UP-TO-DATE

A point worthy of the advertisers' consideration is the fact that 60 per cent. of THE CRITERION'S subscribers file the paper intact.

For Advertising Rates and Sample Copy address

THE CRITERION PUBLICATION CO., 156 Fifth Ave., New York.

There is **No Other** high class **Paper** printed that covers so wide a range or touches on so many fields of interest. Reaching, as it does, all classes, it **Affords Such Exceptional Opportunities to Advertisers** as they cannot profitably neglect.

Atlanta Constitution

Largest Daily Circulation
Largest Sunday Circulation
Largest Weekly Circulation
South of Baltimore
East of St. Louis

NICHOLS & HOLLIDAY,
Sole Advertising Managers,
CONSTITUTION BUILDING, ATLANTA, GA.

Three Great Newspapers

New York Journal
AND ADVERTISER

New York Sunday Journal
AND ADVERTISER

New York Evening Journal

Each is a complete newspaper.

Each newspaper has the largest circulation of any newspaper in America.

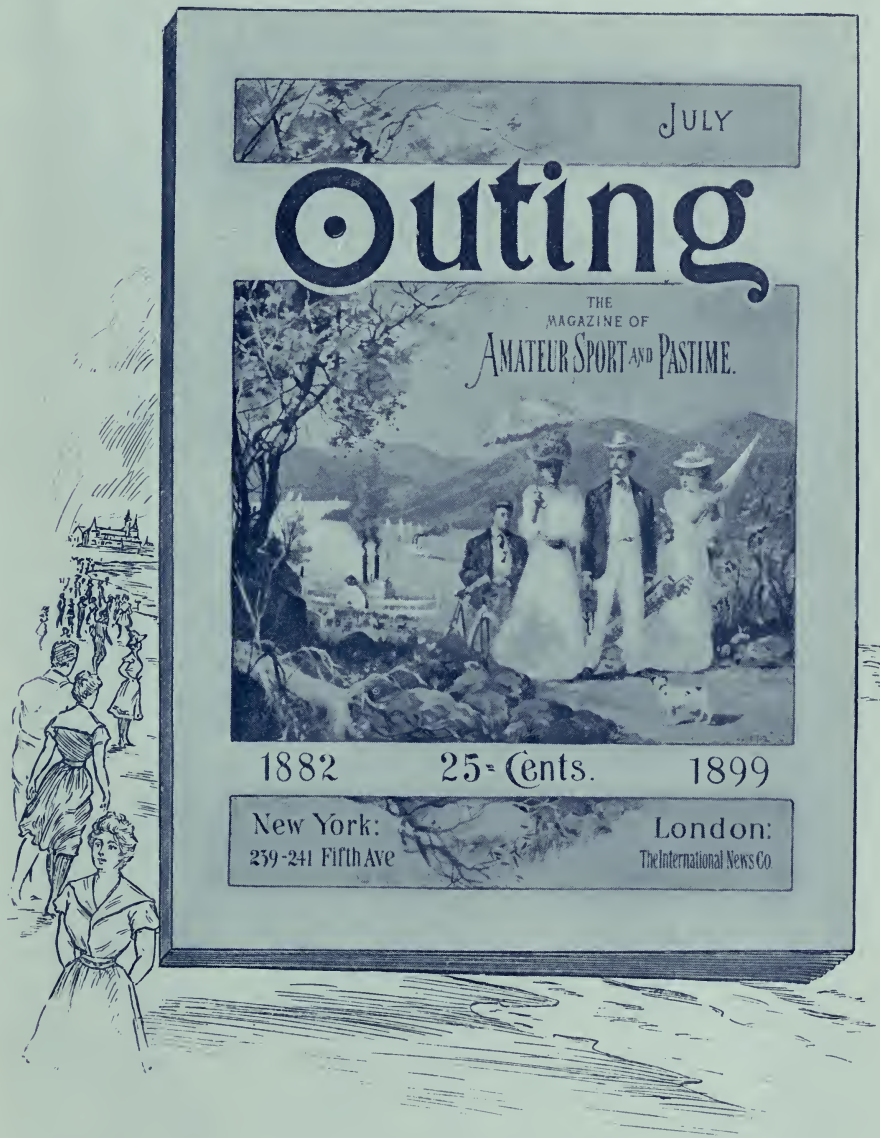
All the papers together have a larger circulation than all the big magazines combined.

The advertising rates are cheaper per line per thousand of circulation than any other newspaper or weekly or monthly periodical in the world.

Results better, too. Try it,

W. R. HEARST.

It Pays to Advertise in a Medium read by the Buying Public such as



KANSAS CITY, MO., U. S. A.

THE MISSOURI AND KANSAS FARMER was established July 15, 1884, by its present publisher, and it has never changed hands nor missed a mailing date. It is, and always has been, "all home print," and it sets every line of its own type—does not nor never has used stereotyped plates to cheapen the cost of production. It is issued monthly (on the 15th), at the remarkably low subscription rate of 25c. a year. It has eight large, clean-printed pages, with six columns (20 inches long) on each page. Every number is illustrated. Its actual average circulation for the past year was ***11,083*** copies per issue—no more and no less.

Advertising Rates—

Its advertising rates are $1 per inch per issue, flat, straight, and no discounts of any name or nature.

Samples to all who ask,
by return mail.
Address C. M. BROOKE,
Its head, belly and tail.

California Fruit Grower

STATE JOURNAL OF HORTICULTURE | Published Weekly

B. N. Rowley, Editor and Proprietor ✱ 320 Sansome Street, San Francisco

Subjects Treated:

Fresh fruit, Cured fruit, Canned fruit, Raisins, Nuts, Honey, Prunes, Beans,

Etc., Etc., Etc.

A LIVE JOURNAL FOR THE OFFICE, HOME, LIBRARY, ORCHARD AND FARM

Subscription in advance, $2 per year ✱ Advertising rates, $2.50 per inch per month

Circulates throughout the United States, Canada, Australia, England and Europe

Honest Circulation

See How It Grows!

1899

September,	68,140
August, -	63,429
July, - -	61,676
June, - -	62,509
May, - -	62,110
April, - -	61,908
March, -	58,034

ADVERTISING RATES ACCORDINGLY

Only

Five Cent Illustrated Magazine in the world.

POPULAR AND PLEASING.

Send a trial page order at $1.00 a thousand.
Sample Copy, Rates, etc., on application.

POTTER-KENDALL CO.

Publishers

HOME OFFICE: NEW SUDBURY BUILDING, BOSTON
NEW YORK OFFICE: 13-21 PARK ROW

☞ "Harlem Life is the Life of Harlem."—*N. Y. Herald.*

The One Home Up-town Weekly New York City

12,000 Circulation

(Mostly subscribers.)

Advertising Rates Reasonable.

It covers the northern part of Greater New York, as no other publication can do.

HARLEM LIFE PUBLISHING CO.
MILLARD J. BLOOMER, President,
81 East 125th Street, Cor. Park Avenue,
MT. MORRIS BANK BLDG. **NEW YORK.**

☞ *Has also eight local editions. "The N. Y. Suburban List." Combined rate given.*

The Home Magazine

Washington, D. C.

DIFFERENT FROM ALL OTHER FAMILY JOURNALS.

Not so humdrum.

Combines magazine features with usual matters of domestic economy.

Circulation exceeds 180,000 copies an issue, largely paid-in advance, for a full year, too.

Advertising rate, 75 cents per agate line.

Popular Fashions Pays Advertisers

CIRCULATION 300,000 PER MONTH

Rates $1.00 per agate line.

Every advertiser who uses it finds it brings big results.

ADVERTISING DEPARTMENT
710-11-12 PARK ROW BUILDING, N. Y.

A. J. WELLS, SPECIAL REPRESENTATIVE

Publication Office: 79 Fourth Ave., N. Y.

The ..... Church Press Association's List of THIRTY such **CHURCH MAGAZINES** is a proposition which many of the leading advertisers of the U.S. have found profitable.

Combined Circulation, 35,000 Copies every month of the year. Established 1890

A ..... Quarter Page Advertisement (none larger) on the covers of these THIRTY publications only costs $37.50 per month complete. Each magazine is limited in size to 16 pages.

200 So. 10th St., Phila., Pa.

The Morning Gazette

ESTABLISHED 1833

KALAMAZOO, MICH.

Published Daily (Monday excepted) and Semi-Weekly.

Reorganized.
Recapitalized.
Revolutionized.
Up-to-date in every particular.

Only Morning Paper Between Jackson and Chicago

A distance of 209 miles east and west and Grand Rapids and Fort Wayne, 146 miles north and south.

Member Associated Press.
Special Leased Wire.
Mergenthaler Linotypes.
Perfect Mechanical Equipment.
Occupies its own building.

"Replies" at little cost

The final test of an advertising medium.

CUSHMAN'S COUPLE

Over 500,000 circulation guaranteed,

Stands the test.

THE COLUMBIAN, - - - - - 300,000 Circulation
THE WOMAN'S HOME JOURNAL, 200,000 Circulation

are conceded by experienced advertisers to be at the head of their class.

. . . Advertising Rate for . . .

CUSHMAN'S COUPLE, DISPLAY, - - - - $2.00 per agate line
READING NOTICES, $2.25 per agate line

. . . Forms Close 10th of Preceding Month . . .

For detailed information address **L. N. CUSHMAN, Publisher, 34 Oliver St., Boston, Mass.**

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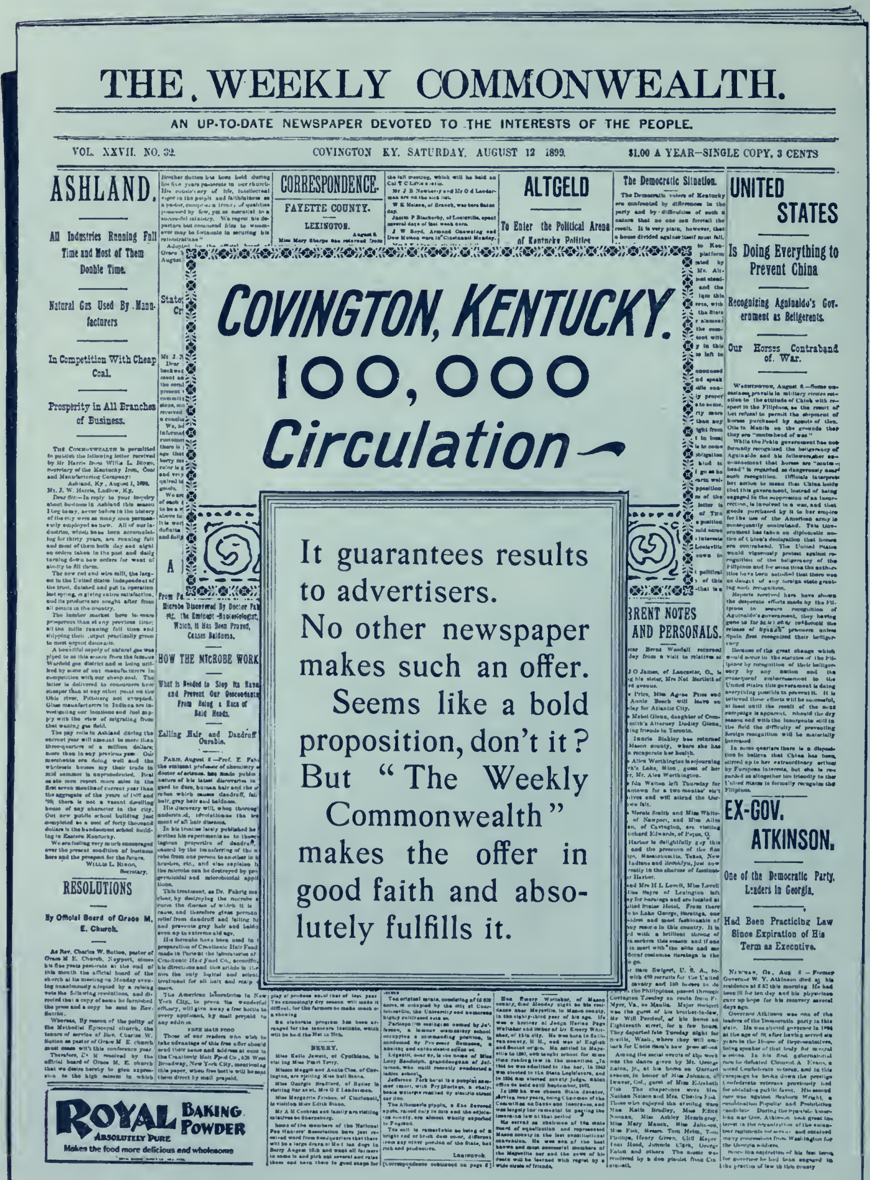

For Rates and Full Particulars Address

STEVE W. FLOYD, in charge of Foreign Advertising

150 NASSAU ST., NEW YORK

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